

'Wheel It Where You Want It'**'Spot Specials' In Mobile Frozen Food Cabinets Skyrocket Sales for 3 Stores**

PERTH AMBOY, N. J.—Weekly sales of frozen peas in three California stores increased four to 12 times after installation of Frigid-Freeze "Spot Special" frozen food cabinets on wheels, according to tests conducted recently by the packer of the peas.

I. A. Ponon, national sales manager for the Refrigeration Corp. of America, manufacturer of the cabinet, said that the first store, which had been selling on an average of 36 units prior to installation, sold 204 units out of the Frigid-Freeze "Spot Special" in seven days.

The second store, which had been selling 24 units per week, sold 144 units in 11 days, or 91 units per week, he added. The third store, formerly averaging 18 units per week, sold 216 units in six days.

Ponon indicated that his firm is

encouraging such tests through free distribution of a 40-page presentation on the Spot Special cabinet which is entitled "An Important New Idea in Frozen Food and Ice Cream Merchandising."

He asserted that Frigid-Freeze salesmen are being trained to assist in such tests as "placement" advisors, drawing placement ideas from other tests in which the use of these cabinets has proved successful.

The presentation, stressing the "wheel it where you want it" feature, outlines six ways in which the cabinet can increase sales particularly through related selling, points up its advantages to the consumer, gives examples of the company's patented three-dimensional pictures for promotion of frozen food and ice cream sales, and lists pertinent data on the cabinet itself.

Parts Wholesaler's Denver Store Headed by Ledbetter

PUEBLO, Colo.—Opening of a new branch store in Denver and appointment of Lloyd Ledbetter as manager were announced by Mountain States Refrigeration Supply, Inc., refrigerator wholesaler here.

Ledbetter will be assisted in operation of the new store by Joe Wilson. Both Ledbetter and Wilson were formerly associated with R. & R. Supply in Texas.

The Denver branch, located at 1330 Broadway, will sell refrigeration equipment, parts, and supplies at wholesale only to the trade, according to Mountain States.

Gibson Buys Murray Corp. Plant

GREENVILLE, Mich.—In order to increase production of its refrigerators and electric ranges, Gibson Refrigerator Co. here has purchased the Belding, Mich., plant and warehouses of Murray Corp. of America.

The new facilities comprise 150,000 sq. ft.

Correction

In the Lehigh Mfg. Co. advertisement on page 13 of the Nov. 24 issue of the NEWS, featuring an installation in Clark's Restaurant in South Bend, Ind., it was incorrectly stated that the installation was made by the T. H. Langsenkamp Co. of South Bend.

The Langsenkamp Co. is a refrigeration parts and equipment wholesaler, and does no installation or service work. The installation was made by Ford's Refrigeration Service, 3102 E. Sunnymead, South Bend, Ind.

Chicago Contractors Told Value of Unified Action In Talks by Farr, Wright

CHICAGO—More than 40 refrigeration and air conditioning contractors in this area were made acquainted with objectives of both the National Association of Refrigeration Contractors and the Refrigeration Contractors Association of Chicago at a recent open-house meeting sponsored by the latter group.

Held in the Sherman hotel, the meeting was addressed by officials of both organizations. Members of committees of the local association outlined the work and plans of their committees and answered questions from the floor.

Activities and purposes of the Chicago contractors' association were discussed by Walter McCarty, vice president, who presided in the absence of H. E. Wheeler, president. The program of the national association was reviewed by Warren W. Farr, president, and E. S. Wright, first vice president.

Farr spoke at length on the inception and history of NARC. Proof of its value to the industry is being evidenced constantly, he declared, in the number of requests of various natures which are being received. Among these requests, he said, are appeals for assistance in labor relations problems and in problems of those individuals dealing with wholesalers.

He told the contractors that NARC is negotiating with manufacturers and jobbers in the hope of eventually securing complete union in all trade relations. He also reviewed the work being accomplished by various local associations, and said an annual expenditure of from \$12,000 to \$20,000 would be made for public relations in order to better the refrigeration contracting business.

Wright followed up with an explanation of the thinking that lies behind an association. He stressed the importance of concerted effort by all in the same business if they can ever hope to bring about many improvements.

**PIONEERS in the manufacture of completely packaged AIR-CONDITIONERS***

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Air Handling Units for Heating and Cooling
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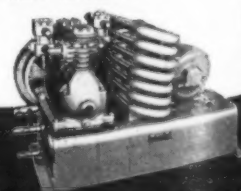
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Lipman
AUTOMATIC REFRIGERATION

For year-in and year-out DEPENDABILITY, LIPMAN refrigeration is second to none. Low cost of operation and maintenance assures repeat sales which mean greater profits. Units available in sizes from 1/4 thru 40 H.P.

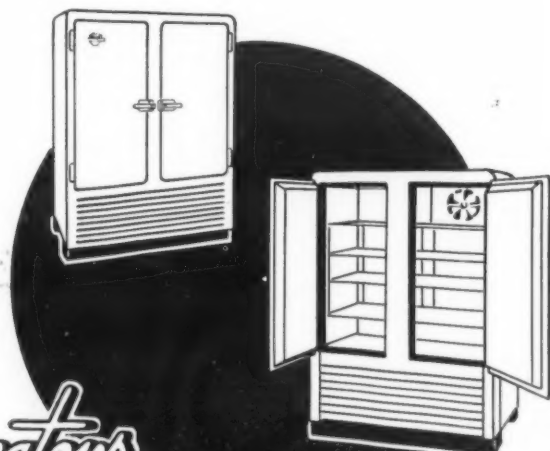


GENERAL REFRIGERATION
DIVISION
YATES-AMERICAN MACHINE CO., Beloit, Wis.



The Koch Reach-In 25 Cu. ft. refrigerator is now available with or without the ice-maker.

Welded stainless steel, so heavy that no backing is needed, makes this KOCH Refrigerator 100% effective. The insulation is continuous, extending even across the flanges of the doors. Patents on this unique construction are pending. The entire cabinet is rigid and self-supporting steel. Evaporator can freeze a full load of 216 ice cubes in less than five hours... 21 pounds of ice per freezing. KOCH made thousands of similar stainless steel refrigerators for the United States Navy. Now they are available for civilians. It's all very interesting, yes? But it's only natural for KOCH, with nearly sixty-five years of experience, to produce the outstanding refrigerator of all times.



KOCH Refrigerators
NORTH KANSAS CITY 16, MO. SINCE 1883

"KOCH IS TOP NOTCH"

A REPORT TO OUR RETAILERS

Today, we stand upon the threshold of a new year.

Looking forward, we can see spread out before us a multitude of opportunities—opportunities for prosperity, happiness, security, and service to our fellow men.

Norge plans to set a lot of new records next year.

First, we intend to build better products than ever before.

Next, we intend to build more products in 1948 than in any preceding year in our history.

Furthermore, we intend to sell more appliances than in any past 12-month period.

We can make these statements with confidence, because they have their foundations upon the solid bedrock of hard fact.

Where one factory existed before the war, we now have five. The existence of five, as compared with the one, alone represents a vast expansion of manufacturing facilities, but we did not stop there. In the last year we expanded three of these plants—in Effingham, Ill., to build more ranges; in Herrin, Ill., to build more laundry equipment; in Chattanooga, Tenn., to build the "Water Boy" portable water cooler.

Each one of our plants is more efficient today than it was a year ago. Factory engineers have worked and are working unceasingly to improve production methods and techniques so that we can produce more efficiently and rapidly than ever before.

In 1947, as in preceding years, Norge has proved itself a style leader, a pace setter in modern, functional design. Just as Norge, in years past, set a pattern for the industry in refrigerators, for example, so also did it take the lead in 1947 in design of electric and gas ranges. No other manufacturer pioneers so consistently in building acceptable features into his products. In 1948, Norge will maintain this position of leadership and, in this connection, will unveil new product surprises at the January furniture show in Chicago.

Even discounting the large-demand backlog which still exists, Norge will sell everything it can produce in 1948. This statement we make because our distributors—seasoned observers—tell us that Norge is growing in popularity every day. Public acceptance is greater than ever, public desire for Norge appliances is at a record peak and still rising.

That we find ourselves in this enviable position, is no accident. It is the result of long-range planning that started in prewar years; of the American investor's willingness to invest money so that the facilities could be acquired and expanded; of the designer's craftsmanship; of the workman's effort; of the salesman's skill. No one person can take particular credit, for in the long run, it is the result of teamwork.

So, again we say, tomorrow holds the prospect of many good things. Let us seize the opportunity, and all of us will benefit.

Howard E. Brand

President



Refrigerators



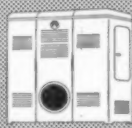
Electric Ranges



Washers



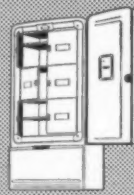
Electric Water Heaters



Home Heaters



Gas Ranges



Home & Farm Freezers

SEE
NORGE
BEFORE YOU BUY

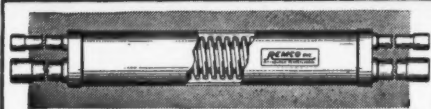


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Men accustomed to annual earnings over \$10,000, needed to establish distributorships and dealerships for America's finest line of self-contained under-bar beverage coolers. You'd be backed by extensive advertising plus promotional efforts of well-known, respected manufacturer. Please state complete qualifications.

Box 2603,
Air Conditioning & Refrigeration News

REMCO "Liquid-Fin" HEAT EXCHANGERS



LIQUID flows inside the spiral corrugations in "prime" heat exchange relationship with the colder higher velocity suction gases which travel outside the rapid-transer "Liquid-Fin" heat exchanger element. Capacity per unit size is very high.

ASK YOUR WHOLESALE... OR WRITE
REMCO, INC., ZELIENOPLE, PA.

Kelvinator Has--

(Concluded from Page 1, Column 5)
48 is equipped with an insulated, adjustable baffle under the frozen food chest to provide humidity control. Kelvinator's original "Cold Ban" trim is now made of molded white plastic, which is more easily cleaned and has improved insulating qualities.

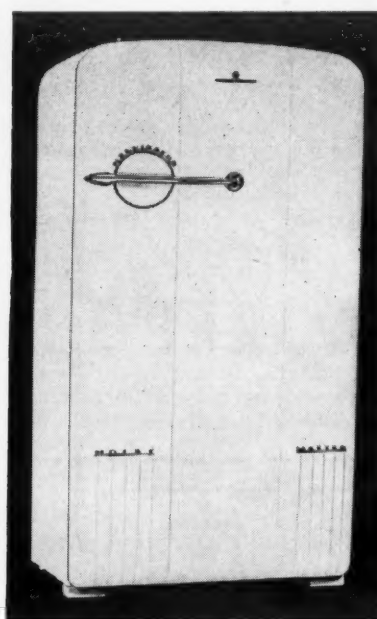
Two sets of refrigerating coils are used in this model. The coils which maintain the sub-freezing temperature of the frozen food chest, also refrigerate the central, or balanced cold, compartment. The secondary coils, operating at just above freezing, refrigerate the glass-enclosed "Freshener" and the tilt-out fruit freshener. Foods of high moisture content are claimed to stay fresh and crisp in the "Cold-Mist" zone, with the glass shelves retarding moisture-extracting air circulation.

Humidity is further controlled in this model by means of an adjustable baffle immediately under the freezer which controls circulation of air and by means of a condensate receptacle in the fruit freshener. Whenever unusually humid atmospheric conditions cause an excess of moisture to collect on the cold cabinet walls, it is conducted to the receptacle by special channels.

Model FM-48 has a suggested retail delivered price of \$309.95... capacity 8.5 cu. ft. within the shelf area, plus the refrigerated fruit freshener.

It has the full-length door, full-length storage compartment, the same 50-pound capacity frozen food chest as in the MM-48.

Twin sliding, glass-covered crispers providing moist-cold storage space for 20 quarts of vegetables and salad



Top model in new Kelvinator line is Moist-Master Masterpiece model (left), listing at \$359.95 with full-length refrigerated compartment, frozen food chest, Moist-Master section, and fruit-freshener in the bottom. Two sets of refrigerating coils are used. "New look" styling lines marked by the full-length door and new door handle design are shown in the center photo. At right is the DR-48 7-cu. ft. model with side mounted freezing chest, two crispers, and vegetable bin. It sells at \$239.95.

greens. Adjustable "Magic Shelf" permits easy rearrangement of space for tall bottles or bulky foods. As in all of these models, the freshener is of aluminum, with an aluminum and white enamel front.

Model CM-48 has a suggested retail delivered price of \$279.95... capacity 8.5 cu. ft. within the shelf area, plus the fruit freshener... full-length door, and full-length storage compartment.

Frozen food chest of this Masterpiece model is side mounted, with capacity for 40 pounds of packaged frozen foods and ice cubes. It has three fast-freezing shelves and a

1948 MM and FM Kelvinators have the across-the-top frozen food chest, holding 50 pounds of frozen foods and ice cubes. Drop-down door serves as rearranging shelf.



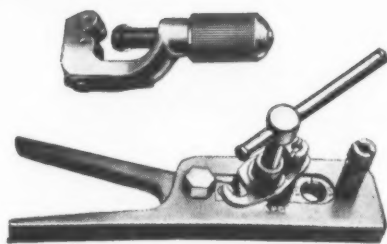
Like a powerful magnet, 'Superior' is proving a real attraction to the many manufacturers and servicemen who demand a better tubing buy.

A definite drawing power in its field, 'Superior' has come to symbolize copper tubing at its best, whether in straight lengths or coils 1" (O.D.) to capillary .093" (O.D.)

A large part of 'Superior's' pull in the tubing market is due to the fact that it is four ways better: is clean and bright, easy bending, seamless and really dry.

After summing up these product advantages, you, too, will want to say 'Superior' when specifications call for the 'tops' in copper tubing. Write Today for full details and colorful literature.

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Write for New Literature

large capacity aluminum meat-keeper below the compartment, the adjustable Magic Shelf, a sliding, glass-covered crisper for storage of 12 quarts of vegetable and salad greens... and the fruit freshener.

Model DR-48 has a suggested retail delivered price of \$239.95... capacity 7 cu. ft. Has side mounted frozen food chest holding 30 pounds of frozen foods and ice cubes and has two fast-freezing shelves.

Its aluminum meat tray may serve as a defrosting receptacle. This model has the Magic Shelf, twin, glass-covered, sliding crispers, and vegetable bin, with a capacity of 1 1/4 bushels.

Kelvinator's basic model for 1948, the SR-48 has a suggested retail delivered price of \$214.95... capacity is 7 cu. ft. Center mounted freezer on the SR-48 has two fast-freezing shelves and provides room for 25 pounds of packaged frozen foods and ice cubes. The aluminum chilling tray does double duty when needed as a defrosting receptacle. Sliding crisper provides moist-cold storage for 10 quarts of vegetables and fruits.

Cabinet features basic in all new Kelvinator models include an exterior of welded steel, completely sealed against air and moisture. Sides and

top are formed from a single sheet of steel. Shell is rustproofed inside and out.

Front-leg floor leveling screws are standard. The finish is a baked Permalux. The entire food compartment and the cabinet door is blanketed with Fiberglas insulation. Door seal is a balloon type, one-piece gasket of preformed, live rubber.

The door opening trim on the three "Masterpiece" models is an improved, more efficient "Cold Ban"—smooth, easy to clean, and without exposed screwheads which hamper cleaning.

The interior is a one-piece compartment of welded construction, with rounded corners for easy cleaning.



Refrigerated fruit-freshener can also be used for bottled goods storage.

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NEXT YEAR'S VOLUME

IN COMMERCIAL REFRIGERATION EQUIPMENT MAY BE GREATER

THAN EVER BEFORE. TWO THINGS WILL HELP DECIDE WHO

GETS THE LION'S SHARE OF THIS BUSINESS...FIRST,

INTELLIGENT SALESMANSHIP. SECOND, COMPLETE FINANCING

SERVICE. TIME BUYING WILL OUTRANK CASH BUYING BOTH IN

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CREDIT FINANCING WILL ENABLE YOU TO STOCK, TO SELL,

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EARN YOUR MERCHANDISE PROFIT...INVESTIGATE NOW.

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MORE THAN 300 OFFICES IN PRINCIPAL CITIES OF THE UNITED STATES AND CANADA

INSIDE DOPE

by GEORGE F. TAUBENECK

(Continued from Page 1, Column 1)

to grow to maturity, because the "planners" have been too slow to "implement" the Little Dogs into the Plan. That's why, when reformers try to hurt or handicap the "big dogs," in so doing they often cripple or kill the puppies of an economic system.

At first glance, the Socialist philosophy of "cooperation" looks like a "way out" for the Small Business Man, and for the "under dog." It would, purportedly, substitute co-operation for "cutthroat competition," and PLANS to distribute the material wealth of our nation with justice to all.

But, with the passing of the years and the accumulation of data, it has become evident that Socialism, in its original and broadest sense, is a wolf in sheep's clothing. What happens when it is adopted is alarmingly different from the panaceas and the dreams-come-true it promises.

Socialism promises salvation from poverty and ignominy—but delivers destitution and degradation. Dictatorships, secret police, concentration camps, contempt for human personality, and military conquest are not the accidents of Socialism; rather, they are essential to its realization.

Call it what you will (Fascism, Communism, the New Deal) every socialistic movement results in:

(1) The destruction of check-and-balances of Constitutional bulwarks

against unwarranted usurpations upon the part of political Powers, the scorning of every nation's need for a parliamentary meeting of minds, and the denial of popular suffrage.

(2) Government by decree, bureaucratic mismanagement through "planning," and concentrated, irresponsible tyranny.

(3) Regimentation of the entire population, and the degradation and robbery of "innocent by-standers."

(4) The expropriation of savings, and the stealing of accumulated capital funds, minds, and facilities by opportunists, gangsters, and thugs. (For proof of this accusation, anybody may consult the recent history of Germany, Japan, Italy, and Russia.)

We're the Hope of the World

Americanism is, in sum, the quintessence of individual liberty. And that sentence—in itself—explains why the American Way of life is an abnormal way of living. Most types of civilization, as recorded in history, belong to the authoritarian, disciplinary form—in which a ruling class exploits the "little people," holds them down, and thwarts progress. The American Way encourages and esteems progress, and makes possible share-the-wealth unselfishness.

The maintenance of individual liberty and large-scale generosity, in the United States, rests upon the willingness of public-spirited individuals to live up to their responsibilities. In return for their freedom, most successful Americans have been more than willing to endow charitable institutions.

With this unself-seeking principle in mind, American "individual lib-

erty" and "individual opportunity" may be defined as follows:

No man should injure or confine another, or take his property, or his good name, without the latter's consent.

And no government should deprive its free citizens of their property or rights except when it must punish those malefactors who try to prevent criminals from stealing, murdering, threatening, and usurping illegal privileges.

Furthermore, "The American Way" encompasses:

Freedom of worship, freedom of speech, and freedom of action—in a business sense—as well as in a political interpretation of the Rights of Free Men.

Economically, "The American Way" means that markets for American products automatically will be voluntary and free.

If no man may take another's property without the latter's consent, then each man involved in these transactions is free to enjoy the fruits of his own indefatigable efforts, and to dispose of such profits he may earn as he sees fit—in voluntary exchange for the produce of his contemporaries.

And that's a pretty good deal.

Fundamental Principles

Under a democratic system of government, production and marketing automatically become competitive—because no entrepreneur has the right to prevent a rival from engaging in pursuits similar to his own—and because all merchandising competitors must win their own personal allegiance (on the part of independent dealers) to a distribution system.

As a corollary to this pregnant observation, we might say that Monopoly is automatically ruled out—unless the government's power to influence and thwart "bright" young men is invoked by tired, scared oldsters in the granting of dealer franchises, the legalization of manufacturing cartels, and a frightened kow-towing to labor unions on the part of elected Congressmen.

Furthermore, the right to work for (or quit working for) one's neighbor (within whatever contractual terms are established) is also automatic; as is the co-equal right to hire or fire anyone who works for you.

Politicians Thrive on Taxes

Taxation, in one sense, is the systematic subtracting from earned personal incomes of extravagant sums for the unearned subsidization of lazy bureaucrats, party-hangers-on, and corrupt political machines.

Unbridled and unchallenged taxation—collected from bread-winners and handed over to leeches—comprises a grave danger to the maintenance of individual liberty in America, and to the solvency of most of the business enterprises in our fair nation.

Because taxation's benefits cannot be measured against taxation's hardships, the constant (and quite human) temptation of those who govern is to play favorites with tax money and tax assessments so as to maintain their positions of authority—and to expand those political powers they wield far beyond the rigid limits of propriety they might observe if they were held to strict account for their expenditures.

Taxes cannot be assessed equally and spent properly by all tax payers in a series of "town hall" mass meetings—not today, anyway. They are collected and expended by elected representatives of the voters. But is this system of tax-assessing and appropriation-acceding entirely just and equitable?

Well, it can be questioned.

Tyrannical Taxation

Tax Tyranny occurs when the mass of any electorate approves heavy taxation of a small minority, while itself escapes the burden of paying for normal government activities plus social experiments.

Ornery folk will argue that thrifty families "can afford to pay more" or have "greater ability to pay," than their less-well-off brethren. To some extent, this is true. Nevertheless, it's a fact that distinguishing between voters and taxpayers is tantamount to tampering with the concept of individual liberty in America.

Communities are far better off, in the long run, when a majority of their citizens voluntarily vote extra taxes upon themselves (while a minority escapes taxation) than when a majority imposes unjustified taxes upon a minority.

The majority has power to protect itself; but the minority does not—as pointed out by Madison in the Tenth Federalist paper.

Equality: Hunnh?

What is an "equal tax burden"? That's a tough question. Perhaps the closest we can get to answering it is to say that when a man is born into the world, he has only his limited life-span at his disposal. His time is of the essence. It is the worth of every man's time—and what he does with it—that gives value to the things he touches.

The earning-power of selected-for-test-purposes men may differ according to their endowments; but an equal proportion of each person's income should represent a co-equivalent value-appraisal of the time he expends at work plus the realization of his promise.

Thus Time and Effort tend to become yardsticks for all "tryers" when these measurements are properly "weighted" with allowances for the accidental incidence of talent.

Fairness to All

In support of our proposition that taxation should be democratic, a bushel-basketful of moral and legal precedents can be cited. For instance:

Tithing started with Abraham, and this concept has had religious sanc-

tion ever since. There are no exemptions to the 10-percent-tax in the religious world. Furthermore, sales taxes, excise taxes, and customs duties are collected on a percentage basis by national governments. But property taxes are levied on percentages of current valuations. Hence, they're flexible and political.

Fair taxes, assessed according to current valuations of property, would be the principal sources of revenue for our grand and glorious nation, if the 16th Amendment were repealed. It follows that the repeal of this Amendment automatically might apportion to all property-owners an approximate, fair charge for their obligations.

Military conscription follows the fair percentage principle. Nobody likes it; but that's how it works. Young men are drafted into the Army according to a percentage rule. And other examples of democracy-in-action—which treat all citizens equally—could be cited in substantiation of the proposition that straight, proportional taxation is the only practical, definite, and just method of paying for government.

If anything, percentage-wise proportional taxation takes too much from larger incomes, if we consider taxes as being rightful payments for services supplied by government. It costs no more to light, clean, and maintain order in the streets of a city; or to maintain courts or count votes; or to provide schools and playgrounds for those whose income is more than ample than it does for those whose incomes aren't large.

Most government obligations are *per capita* costs; and so they are supposed to justify *per capita* taxes. Argument: It is, of course, erroneous to hold that one's income—whatever it is—is a benefit conferred by the community on the individual.

Progressive taxation of personal incomes by the federal government (which is currently practiced in the extreme) provides, first, that many voters of small income are either exempted entirely from paying, or pay very little; and secondly, that large incomes are taxed at higher-and-greater rates which eventually become confiscatory.

Income taxes—assessed at the present scale—are nothing more nor less than simple looting. They penalize the more productive by enlisting the political aid of the more numerous but less productive.

The political appeal which our current tax system enjoys is demagogic, but its end result will be communism. The endorsement of progressive taxation by any office-seeker is the endorsement of communism. And it follows that the approval of our present income tax system by national Heroes unwittingly aids and abets the comfort and success of that diabolical force (Communism) which is bent upon tearing the guts out of our Economy—not only in America, but everywhere on Earth.

The Element of Luck

Not a few analyzers of the American scene insist that large incomes represent either the exploitation of defenseless creatures—or luck. Those who hold these erroneous beliefs are ready to agree that tax confiscation is a just punishment for the exploiters, and a fortunate governmental compensatory device which cuts the lucky ones down to size.

But this philosophy is all wrong, because it doesn't make sense. Here's the pitch:

When a lucky man voluntarily gives something to one of his fellow men, he demonstrates that he is a good fellow. But when a group of politically-favored gangsters vote for confiscatory taxes and subsidies, the morals of the robber have been substituted for those of the self-abnegating priest.

Charity and coercion cannot be mixed, lest freedom be impaired.

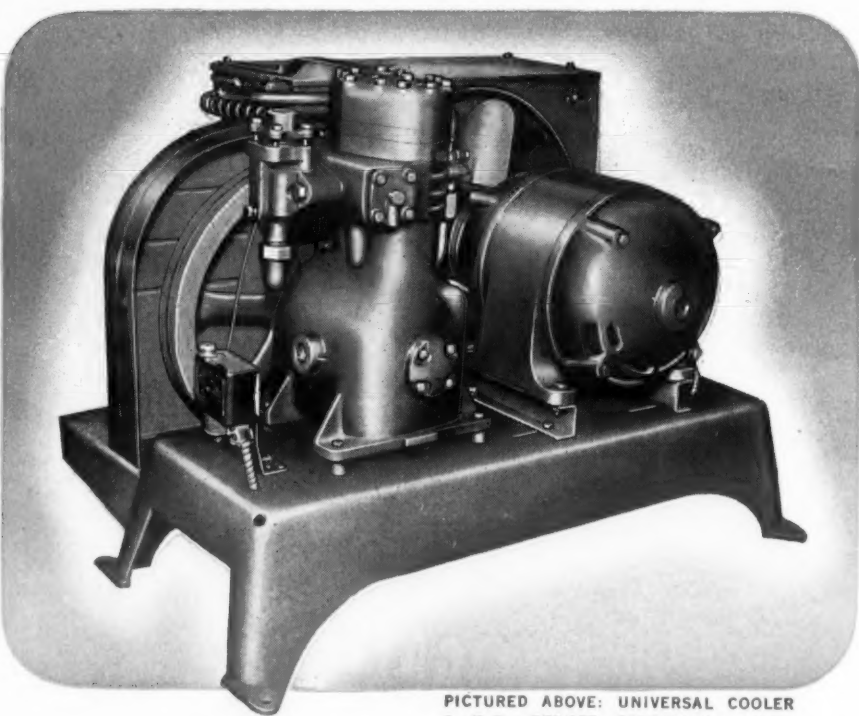
Patriotism Enters

If we American citizens, and our sons and daughters, hope to enjoy the fullness of our glorious birthright of Freedom in perpetuity, then we should make sure that taxation by equal representation of the tax payers—as a democratic principle—should be preserved.

Our tax laws should be simple—both in principle, and in application—so as to promote general understanding.

(Concluded on next page)

IT'S SERVICEABLE!



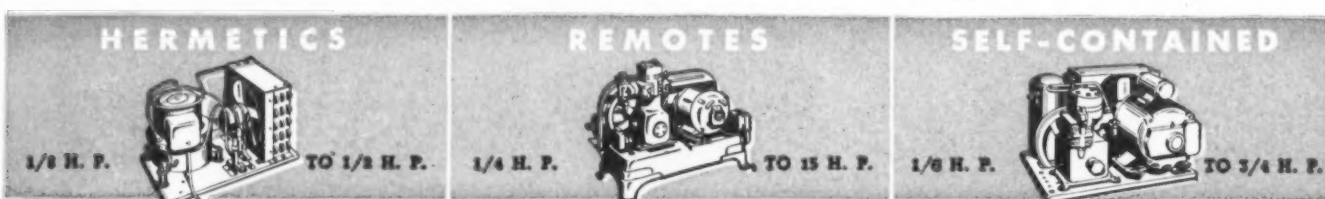
PICTURED ABOVE: UNIVERSAL COOLER
3 H.P. REMOTE CONDENSING UNIT.

1/4 TO 15 H. P. REMOTE CONDENSING UNITS FOR COMMERCIAL APPLICATIONS

The unit illustrated is designed especially for heavy duty service in commercial refrigeration applications. Precision-built parts are carefully assembled, the unit is dehydrated, thoroughly run in and tested under actual operating conditions. Tell us about your refrigeration problems—let our sales engineers show you how Universal Cooler can solve them.

HERE'S WHY:

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- 2 Wherever you are, you're within one day delivery of genuine Universal Cooler replacement parts.
- 3 Factory Rebuilt Replacement Compressors are available at U. C. D. jobbers for over-the-counter exchange—no delays, no long shut-down of units.
- 4 Universal Cooler units are made of quality materials and fit to close tolerances—nothing but minimum routine maintenance is needed for years.
- 5 A fully-equipped factory service department stands ready to help your parts jobbers and your servicemen with any special problem.



UNIVERSAL COOLER

DIVISION INTERNATIONAL DETROLA CORPORATION

MARION, OHIO • BRANTFORD, ONTARIO

INSIDE DOPE

by GEORGE F. TAUBENECK

(Concluded from preceding page)

ing and acceptance of the Right to Tax, and the Need to Appropriate. Otherwise, no administrator can be sure that the consent of the taxpayers is truly (rather than misguidedly) secured by the latter's congressional representatives.

By the same token, it can be assumed that federal taxes should never be hidden. Furthermore, it can be assumed that their extraction ought to be noticed, rather than painless.

The levying of hidden taxes is a practice more fitting to an authoritarian state—where a ruling class endeavors to keep the governed contented (like cows regularly milked) than it is beholden to a democracy.

All of us should know how much we're paying for our government—when taxes are concealed, we don't.

Tu for Tat

And here's another pregnant suggestion:

The federal taxing authority should make no expenditure of any kind for which, in return, individual taxpayers could fail to receive an equivalent *quid pro quo*.

Why? Because: when a government agency lightens the net cost of government to its "pets," it raises the cost of government to the political "forgotten men."

Moreover, the power to dispense other people's money is the power to command political obedience. And that power becomes a most dangerous instrument for evil in the hands of power-hungry politicians.

Example: "social security" costs should be assumed voluntarily and financed exclusively by the benefited group; rather than at the expense of the general taxpayer. If they aren't, names on tombstones will be voted during every subsequent election.

Another example of tax unfairness:

Since corporate income is taxed first to the corporation, and again when paid out to stockholders, present tax laws doubly penalize a minority group—and that's all wrong.

This observation does not mean that corporations, or any other form of business enterprise, should not be required both to pay and to collect taxes. Corporations are often the handiest collection-agents through which income taxes may be collected most conveniently, economically, and promptly. Certainly it is more convenient and economical, with respect to sales and excise taxes, for the vendor to collect these taxes from the buyer (and then transfer them to the Treasury) than for the Treasury to collect them from the buyer after the sales have been transacted. And the payroll "withholding tax" system of income-tax collection is economically sound, too.

But Double Taxation of corporate profits and dividends is undemocratic, unAmerican, and unjust. That's for sure.

Here's another thought which, if approved and adopted, might result in a revolution in tax philosophy. Surely it belongs on any Congressional tax reform agenda:

Taxpayers of one era should not be allowed to shift tax burdens to their children, grand-children, and great grand-children (through the postponement of obligations with the aid of bonded debt for current expenditures).

That's taxation-without-representation for sure, and with a vengeance! Well, what are we going to do about it?

Don't We Love Our Sons?

In grammar school some of us learned that our forefathers fought for liberty, and that our liberty-loving grandfathers interpreted "liberty" as meaning taxation-by-consent. (Remember the "Boston Tea Party"?)

Our forefathers also realized that the power-to-tax means the power-to-control. As James Madison predicted in the Federalist Papers (no. 10) the hard-won liberties which his generation of Great Americans fought

for and won could be dissipated when and if demagogues might succeed in persuading hard-up voters that tax collectors should "soak the rich."

And that keen English analyst of our political system—Alfred Macaulay—also predicted (some 60 years later) that this tragedy would be enacted on the American stage some day. He forecast that American politicians, to get elected, would cheat their hard workers and thrifty citizens so as to lure political allegiance from the lazy and indigent.

Power Feeds Upon Itself

Public power tends to grow, always. It's a vampire sort of thing—sucking blood from the healthy, but seldom feeding the ailing.

Politicians—whether they choose Government or Labor Unions as their route to Power and Perquisites—compete with one another by trying to out-promise and out-grab their rivals. Often the demagogues promise to "redistribute the wealth." This promise they attempt to keep by taking away from the deserving, and by preventing the ambitious from getting started. The generic term for this form of mass economic suicide is "ability to pay" taxation.

When carried to extremes—as it has been in all English-speaking countries—"ability to pay" taxation discourages its bright young men from going further—from developing new ideas, from pushing ahead to create new industries, and from trying to make their dreams come true. Because every Age and every People depend upon their "bright young men" for sustenance, progress, and livelihood, this discouragement-by-taxation of the unorthodox is a body blow to Progress.

It's an historical fact that mass employment—in the United States, and in other democratic nations like the British Empire, France, Belgium, and Switzerland—has always followed the passage of every law which taxes the active to support the passive elements of these democratic constituencies.

Whenever voters are so short-sighted as to destroy by taxation the opportunity to accumulate capital for investment in new enterprises, they circumvent and checkmate all hopes of future progress by their sons. When they try to revenge their own shortcomings and laziness upon "the rich," they consign themselves and their offspring to a consummately deteriorating poverty.

If too many United States citizens are misguided into believing that Henry Ford became too rich—and that no other American should be allowed to make so much money, they are spurning future equivalents of the Model T—which brought pleasure and convenience to darned near every American citizen. Frankly, it becomes a choice between the Ford fortune and the Ford car. Surely we can forgive a few men for getting rich if, in the process, they help millions to enjoy a more abundant life.

What Price Envy?

Envy is a disease. It isn't pleasant; so: Let's avoid it. Let's be tolerant of the lucky folk.

Let's all say: "If you want to work harder than I care to, go ahead: If you are smarter than I am, and accumulate more riches (which you can't take with you) than I do, God Bless You! And if you are principal legatee of some rich man's will: Try to be useful, and benevolent."

But please, gentlemen, let's preserve the American Way of Life. Let's agree that every American has the right to work hard, to loaf, be an eccentric, live like he wants to, and THINK when he feels like it.

Let's preserve the North American Continent as the last preserve of uninhibited human nature. Let's give every man and woman a chance to do what he or she wants to—and let's not penalize the successful or the lucky.

If we agree upon this, we can assume that it's time to change our tax laws. If our children we love, and if our freedom we prize, we'll see to it that Communistic levelling tax laws—which force millions to share increasing misery—are repealed.

Let's show a green light to the ambitious!

★ NUMBER TWELVE ★

Put It in the Window

OLD SETTLERS in the air conditioning business can recall when the window-type air conditioner was a joke. It was unscientific, it wouldn't do a job, it was merely a "shoebox with a fan and a wet rag" which shady characters sold under false pretenses to sully the fair name of air conditioning.

"Them days," to borrow the patter of the corny radio comedian, "has gone forever." Window-type air conditioners are not only eminently respectable today, but they offer a great profit opportunity to dealers. Along with water-cooled units of larger sizes, the small window-type air conditioner has helped usher in the Air Conditioned Age.

Until the "packaged" air conditioner came along, being in the air conditioning business was both an expensive and an exasperating hobby. Manufacturers lost heavy money in it; distributors and dealers went broke in it; franchise turnover was almost scandalous; and it was a headache to almost everybody concerned.

In time, manufacturers developed the complete "plug-in" unit. And then the air conditioning business was opened to all good specialty dealers. No longer was all the "engineering" done during each installation. Much of it was achieved at the factory. Exit the "mystery" of air conditioning. Enter the possibility of profit.

The window-type air conditioner can be delivered easily, its installation does not disorganize an office or a home for days or weeks, it needs practically no attention, it can be sold by specialty methods, it can be made relatively quiet, it uses no water, it brings in fresh air, it doesn't take up floor space, and neither its initial price nor its cost of operation are prohibitive.

Listed in the above paragraph, air conditioning salesmen will note, are answers to practically all of the common objections given by most qualified prospects for air conditioning equipment. And that last objection—price—hitherto has been the most common and the hardest to overcome.

Consumer surveys reveal that a man in the middle-income brackets will gladly pay two dollars a day over a period of two years to enjoy the benefits of air conditioning, when he wants it, in his office or his bedroom. Figure out the number of warm days annually encountered in your community, and you will have a fair idea of the "easy" market for room air conditioners at prices now available.

It has also been found that selling window-type air conditioners is something like selling electric fans—you have to have them on the floor, and be ready to go out and sell them, on the first really hot day of the summer. If that hot day comes early, the dealer is indeed lucky. He can go to town. But if it comes late, prospects may say: "Oh, well, this can't last too long; I'll just wait until next season."

The important thing for dealers to remember is this: *It isn't hard to sell room air conditioners.* The dealer who is on his toes will find that sales resistance is surprisingly light for this useful specialty product.

This is one of a series of 26 advertisements dedicated to the progress of the entire air conditioning industry by

NEVINGER MFG. CO., INC.

GREENVILLE, ILLINOIS

1 Overcoat and Refrigerator, Please

Seeking 'Head-of-the-House' Sales, Store Moves Appliances to Men's Floor

CHICAGO—A fresh new outlook in major appliance merchandising is revealed in the new second-floor appliance department of the Mandel Bros. Department Store, here—which, unlike most stores, is located in the center of the "men's floor" instead of adjacent to the house-furnishing department.

"Appealing to men instead of women," the appliance department is flanked by mens suits, overcoats, furnishings, etc., thus creating a department which has "previously belonged to the women's world."

Studies by the Chicago department store have convinced the management that men actually play a far more important part in influencing the purchase of refrigerators, ranges, dishwashing machines, and other appliances than is commonly supposed.

In consequence, it was decided to move this department from an upper floor to the second floor, where major appliances will be constantly "exposed" to the head of the family.

Along with the move, about 10,000 sq. ft. of space, for major appliances, radios, and records, was taken over. The new department is air conditioned.

"Since men actually pay for the appliances, and are far more mechanically-minded than women, we are going to give the head of the family more say in appliance selection," a spokesman said. "The idea is already working out well—with just as many registrations for new appliances coming in from displaying to men only as we formerly accomplished with the old location near the house-furnishings department."

Bachelor Wins Washer -- and 37 Proposals

SPRINGFIELD, Mass. — Thirty-seven offers of marriage came promptly to Bachelor John L. Montgomery, salesman for State Radio Co. here, when the *Springfield Daily News*, rather provocatively, announced that he was the winner of a Bendix automatic washer in a sales contest sponsored by Western Massachusetts Distributors, Inc., and Bendix Home Appliances, Inc.

The salesman was quoted by the newspaper as saying: "I guess I'll have to put it into storage."

In an editorial vein, the reporter continued: "Putting it in storage suggests that Montgomery may have a trip to the altar in mind sometime. Anyhow, girls, the tip is passed along for what it's worth."

Twenty-five telephone calls and 12 letters later Montgomery was reeling with proposals of marriage. The salesman classed his admirers as "dizzy dames"—and put his washer in storage.

Greater Output of Steel and Appliances, Firm Copper Prices Forecast for 1948

WASHINGTON, D. C.—Electrical appliances will be in free supply next year, the steel industry will increase ingot capacity by around 1,000,000 tons, production of television sets should jump from the 200,000 this year to 750,000, copper prices will remain firm, and the use of many types of tin is apt to be restricted.

These are some of the things which experts in U. S. Department of Commerce's commodity sections see coming up during 1948. But the predictions are "subject to the influences of the international economic and political situation," they stress.

Main conclusion of the analysis of business trends, contained in the Office of Domestic Commerce publication, "Domestic Trade Digest," is that major businesses will increase production next year to meet continued high consumer demand. By

commodity groups, the outlook is viewed as follows:

Iron and steel: Demand will remain high. Scrap and pig iron shortages will continue to hamper production. How much steel will be available for domestic uses will depend partly on the long-range European recovery program.

Finishing capacities will be greater for light flat roll products, wire, and tubular goods. Facilities have been increased somewhat at basic metal and rolling mill stages, and the oxygen process in open hearth furnaces will help boost output.

Other metals: Although copper prices are expected to continue firm, requirements for domestic and foreign use cannot be determined. Production of aluminum and magnesium will be steady.

The price of lead, still in short supply, probably will not come down from its "inordinately" high level. A world-wide search for deposits of this metal is being conducted.

There will be no change in the demand, supply, and price of zinc. It may be necessary to restrict the use of tin to compensate for production decreases.

Electrical goods, furniture: High output of radio receiving sets will continue unabated, with the accent on FM units. Business will improve for the hardware field. With factories keeping up their record production, supplies of furniture will about equal demand.

Manufacturers of office equipment will keep production at high levels. Although it won't meet demand, the supply of scientific, surgical, and dental instruments will increase.

Construction: New construction will exceed the 1947 total by about 25%. It should reach \$15,200,000,000, compared with \$12,665,000,000 during this year.

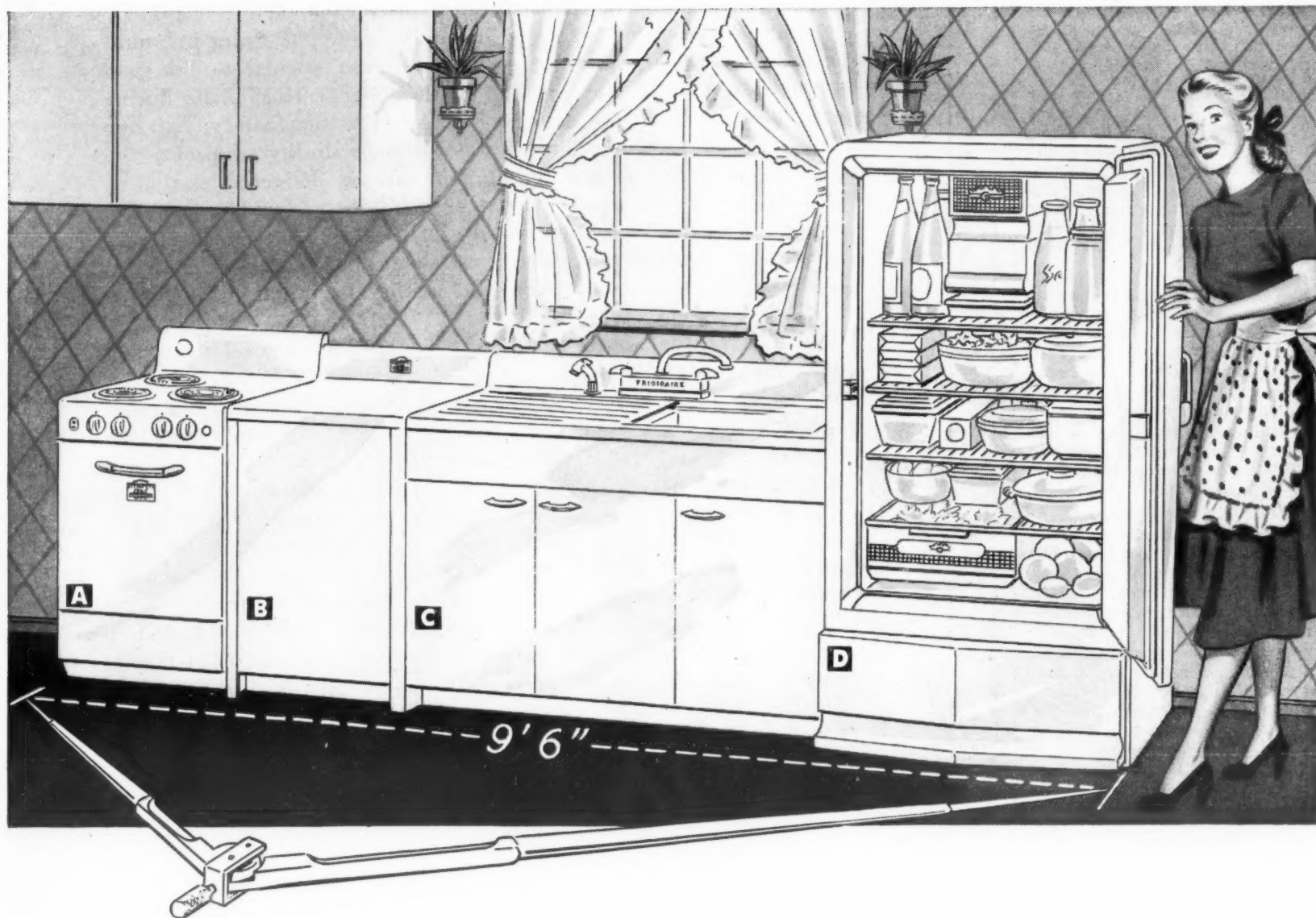
Standard, Apt.-Size Range

Shipments Rose In September

WASHINGTON, D. C.—Shipments of standard size electric ranges in September increased 58% over those of August, the U. S. Bureau of Census has reported. Shipments of apartment house size ranges jumped nearly 10% in the same period.

Standard types shipped in September numbered 89,448 valued at \$11,463,284 while apartment types numbered 13,798 valued at \$908,657. Volume shipped for August was 56,539 standard types and 12,592 apartment types.

Here's how FRIGIDAIRE meets today's demand for greatest utility in smallest space!



A Frigidaire RJ-3 Electric Range, only 21" wide, virtually same cooking and baking capacity as standard size. Full-size twin-unit oven, high-speed broiler, 5-speed Radiantube Surface Units, all-porcelain finish, stainless porcelain cooking top.

B Frigidaire "Table-Top" Electric Water Heater, only 21" wide. Designed specially for kitchen or utility room installation. Entirely automatic, Lifetime Porcelain finish, welded steel tank, Radiantube Heating Unit, shaped to flex off scale deposit.

C Frigidaire all-steel, double-bowl Cabinet Sink, 48" wide. All-porcelain, sliding drain board and porcelain top. Sturdy hinges, quiet drawer slides, mixer faucet, finger-tip spray, cutting board, rust-proof soap rack, towel bar, chromium crumb-cup.

D Frigidaire's new "Compact-Six" Refrigerator, only 24 1/2" wide. Outside it's a 4-footer, inside a 6-footer. Holds nearly 50% more food than conventional refrigerator of same outside size. Quickcube Ice Trays, Hydrator, many other interior conveniences.

Frigidaire makes four most-needed kitchen appliances to fit into only 9 1/2 feet of wall space!

Yes, that's right. Only 9 feet, 6 and one-quarter inches of wall space is needed to install the new Frigidaire RJ-3 Electric Range with full-size oven and Radiantube Surface Units... 30-gallon, "Table-Top" Electric Water Heater... new 48-inch double-bowl Cabinet Sink... and new Frigidaire "Compact-Six" Refrigerator.

New home-building today demands this sort of space economy with greatest usability. Frigidaire meets it with other new "compact" refrigerators to supple-

ment the "Compact-Six." Each of these new "Compact" Frigidaires contains 30-50% more usable storage space than conventional refrigerators requiring the same floor area.

Thus, Frigidaire Dealers, large and small, are adequately prepared to take full and profitable advantage of the growing demand in their own communities for the greatest utility in the smallest space. Depend on Frigidaire To Do Things RIGHT!



You're twice as sure with two great names

Frigidaire made only by **General Motors**

PURO Electric
WATER COOLERS

BRANCHES IN PRINCIPAL CITIES
MAIN OFFICE
440 LAFAYETTE ST., N.Y. 3, N.Y.
PURO FILTER CORP. OF AMERICA
DRINKING WATER SPECIALISTS FOR 30 YEARS

EXPERIENCED MEN CAN SERVE YOU BEST

COMPLETE LINE OF REFRIGERATION SUPPLIES TOOLS AND ACCESSORIES

EACH MONTH THIS FELLOW APPEARS IN THE LIQUID LINE THE INDUSTRY'S OLDEST HOUSE ORGAN ARE YOU ON OUR MAILING LIST?

WEST COAST SUPPLY JOBBERS SINCE 1928

REFRIGERATION SERVICE INC.
3109 BEVERLY BLVD
LOS ANGELES 4 CALIF

Insist on genuine

Marlo Products

MARLO-HEAT TRANSFER Since 1925

Inland Steel Head Sees End of Steel Shortage In '48

NEW YORK CITY—Next year can bring an end to the steel shortage.

Authority for this prediction is Wilfred Sykes, president of Inland Steel Co., of Chicago. This company is said to be the nation's sixth largest producer and fabricator of steel.

Sykes made the forecast—the first such by a prominent official of the industry—in an address here to the Association of Customers Brokers at the New York Chamber of Commerce. He said the steel industry "will be able to balance supply and demand during 1948."

During his speech, Sykes declared that:

1. Steel mills have launched a \$1,000,000,000 program which will increase basic steel production by 2,500,000 tons annually and iron output by 3,000,000 tons a year.

2. New and larger steel finishing facilities being added under the program will, by the middle of 1948, boost sheet steel production from the current 18,000,000 tons annually to 22,000,000 tons.

3. The nation's supply of iron ore is adequate "for centuries to come."

Contending that present expansion plans will result in adequate productive capacity, Sykes claimed that shortages of scrap metal and labor would prevent the industry from expanding further, as some Federal officials have urged. He accused such officials as being "completely ignorant of the problems involved."

He cited the average annual per capita consumption of steel during the three decades between 1911 and 1940 to support his argument. This was approximately 667 pounds, with a peak average of 770 pounds per capita between 1921 and 1930.

"In the years ahead, the average annual consumption of steel per capita will be 700 pounds of ingots, and peak demands at any time will be about 1,000 pounds," he told the brokers. "On that basis, peak demand will represent 80,000,000 tons of ingots."

"The present capacity is over 91,000,000 tons of ingots annually, to which additions are now being made."

Refrigerator Items Larger Proportion Of Philco '47 Sales

PHILADELPHIA—Sales of Philco Corp. in 1947 should run well over \$215,000,000, which would be almost three times the 1941 volume, it was announced last week by John Ballantyne, president, in a letter to stockholders accompanying Dec. 12 dividend checks covering the regular quarterly dividend of 37½ cents and a year-end dividend of 50 cents per share.

"Operations are currently exceeding all previous records in radio and refrigeration, and television is already an important source of income to the corporation," Ballantyne reported. "Our plans in 1948 call for a further considerable increase in the production of radios, refrigerators, freezers, and television receivers."

Bank loans of Philco Corp. which reached a peak of \$9,000,000 in April, 1947, have been completely paid off, and the corporation will end 1947 without any bank borrowings, Ballantyne stated.

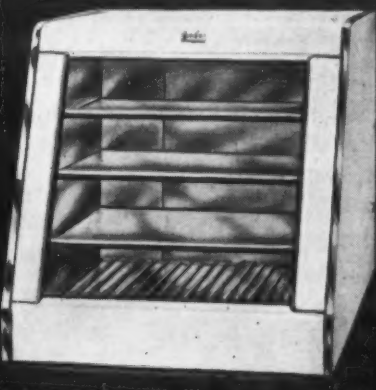
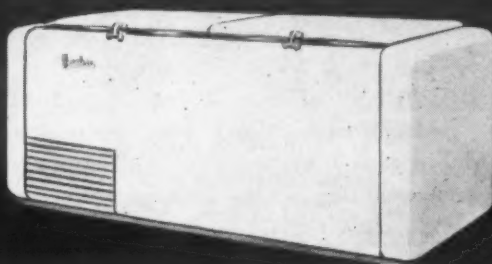
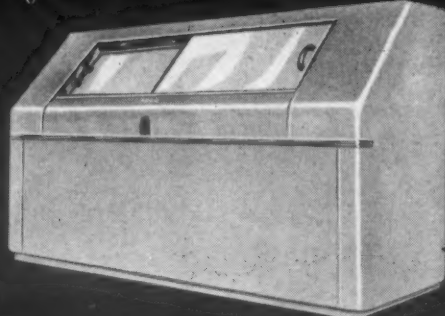
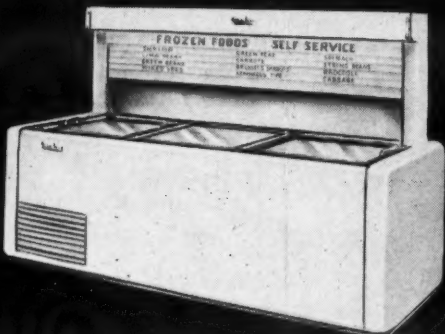
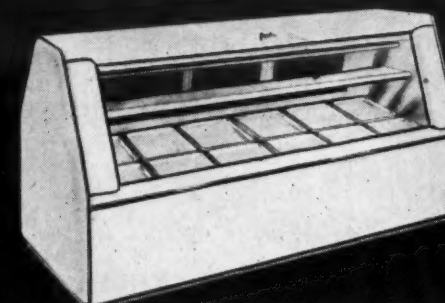
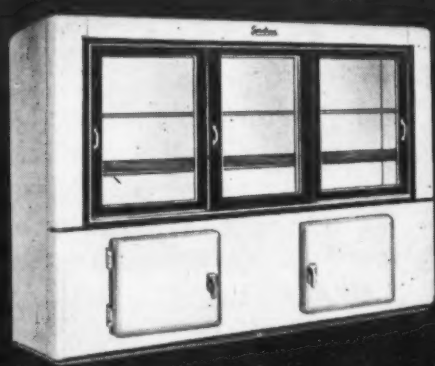
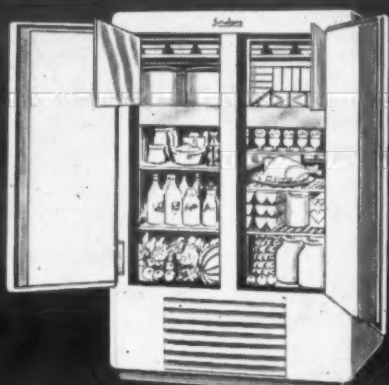
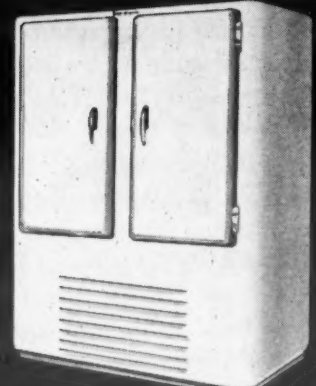
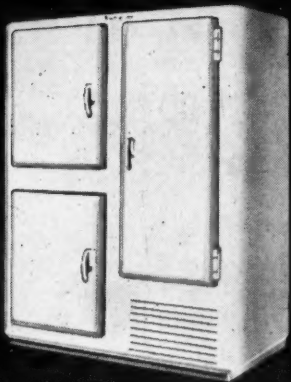
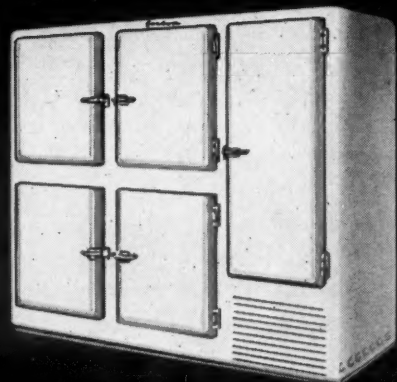
In an expansion of its refrigerator and freezer division, Philco Corp. on Oct. 13, 1947 acquired the production facilities and all other assets of the Rex Mfg. Co., Inc., of Connersville, Ind. in return for 51,993 shares of Philco common stock, Ballantyne announced.

"Last year sales of refrigerators and freezers amounted to nearly 25% of total Philco volume and this division will represent more than 30% of our business in 1947," the president stated. "The plant facilities now being acquired combined with the large new refrigerator-freezer plant in Philadelphia give Philco a refrigerator production capacity several times as great as in 1941."

As previously announced, net income in the first nine months of 1947 totaled \$5,632,005 after all taxes and charges, and reserves of \$3,095,668.



**YOU CAN'T DO A
WHOLE SELLING JOB WITH
ONLY HALF A LINE!**



With the 1948

JORDON

line you can meet every demand—sell every market!

JORDON dealers go everywhere—go after every prospect, profit continuously by JORDON'S progressive policy. JORDON'S nation-wide distributing and selling organization can hit the selling line hard because it is supported by a smart line—a promotion line—and a complete line!

The JORDON 1948 line is the best rounded, most saleable, most versatile in JORDON'S half century of experience. And now, with greatly increased production facilities, JORDON dealers can look forward with assurance to increased sales, increased profits, and a year of even greater prosperity.

★ DISPLAY CASES: 4 Ft. to 10 Ft. All finishes—Porcelain, Stainless Steel, Enamel. Full vision, Double Duty and Counter Height Models. All new 1948 models, designed for in-line installations.

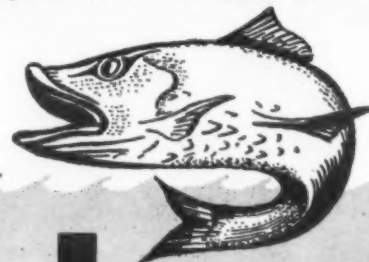
★ WALL DISPLAY CASES: 6 Ft. and 8 Ft. Porcelain front. Adjustable shelves. For clerk or self service.

★ FROZEN FOOD CASES: Display merchandisers for frozen foods and ice cream. Available with matching illuminated superstructures. Popular sizes. Also "Town and Country" storage-freezer for homes, farms, and commercial uses. Temperature adjustable to sub zero temperatures.

★ REACH-INS: 20 Cu. Ft. to 60 Cu. Ft. Available with ice-makers, blower coils, meat hooks, freezer-locker. Two-temperature and all low temperature models. Porcelain, Stainless Steel, Enamel. JORDON 14/6 REFRIGERATOR includes: 14 Cu. Ft. standard refrigeration, 6 Cu. Ft. freezer-locker, 16 lbs. ice cubes, ONE condensing unit—one control.

★ BEVERAGE COOLERS: Dry cold suitable for all bottled goods and foods. Meets latest sanitation codes. Smart modern design. Stainless Steel and Enamel. Self-contained and remote models. Capacities up to 30 cases.

We are now prepared to handle additional distributors and dealers. Inquire now for full information on the new JORDON 1948 line.



JORDON

AMERICA'S MODERN COMPLETE LINE

JORDON REFRIGERATOR CO.

Sales Division

PHILADELPHIA, PENNA.

CABLE: "JORDONREF"

LOCust 7-2913

They'll Do It Every Time By Jimmy Hatlo



Do You Have 'One Foot In the Door'?

**SERVICE RECORDS OF
TECUMSEH'S 2149 EMPLOYEES**

DATE	NO. HIRED	DATE	NO. HIRED
1934	33	1941	133
1935	41	1942	131
1936	42	1943	30
1937	24	1944	34
1938	00	1945	185
1939	53	1946	406
1940	143	1947	894

Employee Loyalty



Individual freedom is a prized personal possession in America. There are no slaves, there is no serfdom. No man is born to endure poverty, no man is bound by state or organized authority to a single specified labor. Rather each man is free to change jobs at will, improve his position, or seek his own personal fortune within a protective social structure according to his individual interests and abilities. Individual freedom . . . and the maximum utilization of individual abilities . . . are recognized principles of a free competitive system of business.

Tecumseh Products Company has respected the individual and collective rights and abilities of its employees. It encourages freedom of expression, it provides security and incentives, it offers inducements for long employee tenure. As a result, it has a low (4%) labor turnover and a good percentage of its original working force are . . . still on the job.

TECUMSEH PRODUCTS COMPANY
Tecumseh, Michigan



AN INTERNATIONAL INSTITUTION • SUBSCRIBERS ALL OVER THE WORLD

Trade Mark
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Office:
Est. 1926



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VOLUME 52, No. 17, SERIAL NO. 979, DECEMBER 22, 1947

Waistlines Will Be Leaner In 1948 for People Who Don't Own Home Freezers

(Concluded from Page 1)

An investment in frozen foods stored in a home or farm freezer could pay a 200% dividend within six months! In other words, possibly one-third of the original cost of a home freezer might be recovered within a year by the purchaser because he is able to hedge against inflationary prices. The home freezer owner also insures his family against dinners of soup.

These lucky families will have variety in their diets, and plenty, too. Over the long haul, the original investment in a home freezer can be recovered many, many times. When you're tired of that big Christmas turkey, for example, you can freeze the remainder and eat it in March. A month's baking can be done in an afternoon. Left-overs can be preserved indefinitely.

Every time a partial loaf of bread is thrown away because it's stale, wheat is wasted. Ergo: The more families which own and use home freezers and household refrigerators, the less wheat will be needed in this country, the more food we'll be able to ship abroad to checkmate Communism in Europe, and the less violent will be the inflation in everyone's grocery bills. Food saved is food gained.

What's more, labor strife in this country can be minimized if the refrigeration industry will wake up to the desperate need for its services. When food gets scarce and more costly, unions are restless and workmen become apathetic. They demand and get higher wages for less work. Then the inflationary cycle spins upward again.

Because refrigeration inhibits the filling of garbage pails, it stretches out the available supply of eatables. Thus it levels supply-and-demand curves. By selling more and more household and commercial refrigerators and freezers, our industry can help hold prices of foods down, and spread the available supply.

It's entirely possible that poor grain-growing weather in 1948 will force a great many city-and-town dwellers to plant and cultivate their own vegetable gardens again—just as they did during World War II. Instead of "Victory Gardens," in 1948 they'll be hoeing "Freedom Gardens." Why? Because no matter how much folding money they may turn over to their shopping wives, there won't be enough foodstuffs in stores to go around. They'll need to supplement "boughten" food with vegetables and fruits they've produced themselves.

And if on-their-toes appliance dealers have gone to the trouble to teach these amateur gardeners how to freeze the surplus vegetables they'll raise on their home garden plots—and to sell them home freezers—city people will not only continue to eat well, but all of us Americans will also save a lot of money on our weekly food bills. What's more, we'll help keep millions of foreign peoples from starving.

If only 2,000,000 home freezers could be produced, sold, and used intelligently in 1948, the expected inflation in food prices might not happen, the Communists could be thwarted in Europe, and the next Depression might be avoided.

Every specialty dealer should take heed of his responsibility (it's also an opportunity, of course) in this connection. (So should manufacturers, and the allocators of steel.)

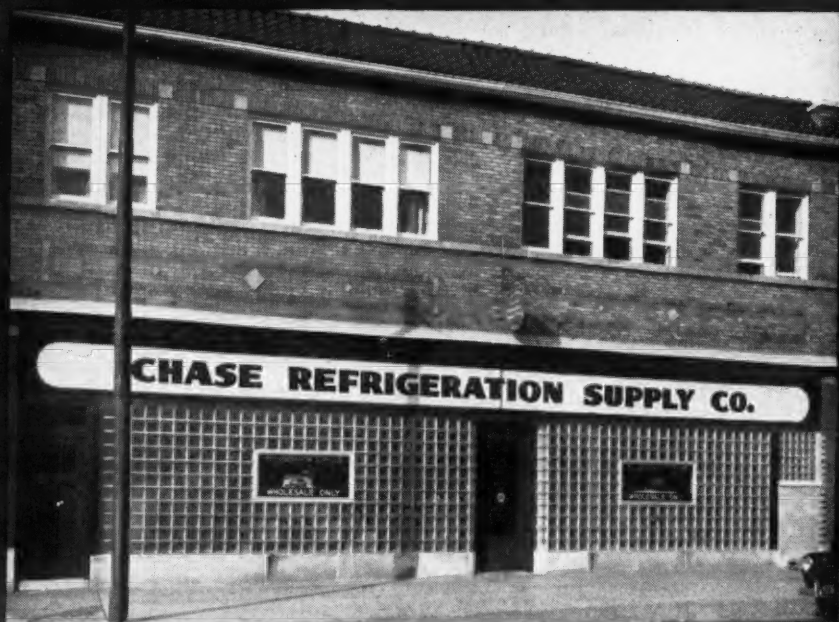
By midsummer, 1948, every family which owns a well-stocked home freezer may worship the dealer who persuaded the pants-wearer to buy it. You can't do a better deed for your best friends and good customers than by selling them on installing a home freezer now.

Next summer may be too late.

If meats and poultry and bread and vegetables are frightfully scarce several months from now, beaten-up old ice cream cabinets may again sell for fantastic prices. And hoarding by housewives could be a common phenomenon.

What an opportunity (and obligation) for the purveyors of home freezers!

Your Refrigeration Equipment Wholesaler



Modern exterior and view of display corner of Chase Refrigeration Supply Co., 546-8 West 119th Street, Chicago 28, Illinois. "Chicago's oldest."



...a "Continuing Exhibit" of Money-Making Ideas

You always get more than you buy — at your Refrigeration Wholesaler — if you make it a point to personally pick up your own parts and supplies. Take a look around his store at every visit, check his counters for new products on display, or ask an occasional "What's new?" You'll pick up valuable information that will help you keep up to date on new developments in refrigeration and service.

Standing high in the confidence of manufacturers the country over, your Wholesaler is usually the first on the list to get announcements and samples of new products, equipment, tools, parts and supplies. And if these new developments will help you to better, easier service and improved equipment efficiency, he makes sure you get the information as soon as possible. Your Wholesaler is the "hub" of refrigeration progress . . . keep in touch with him constantly — to your own profit.

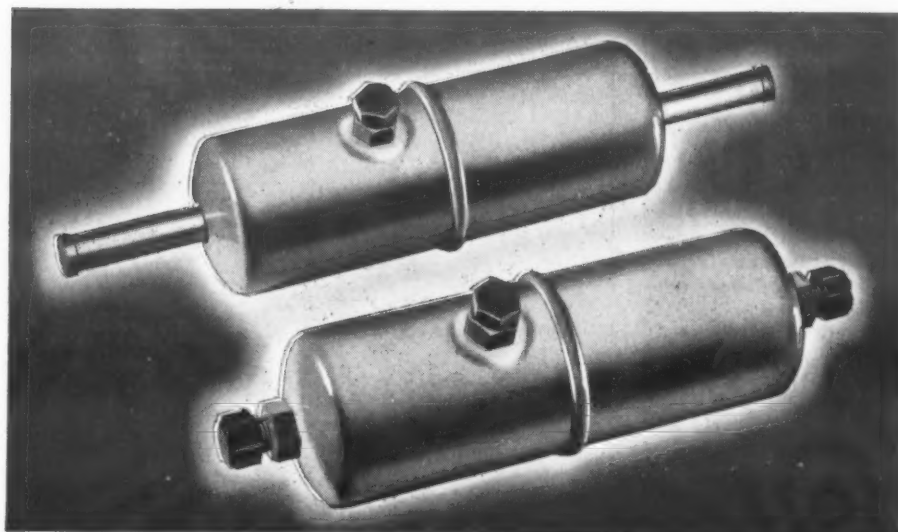
Have you improved YOUR systems with the new TRAP-DRI

RECHARGEABLE DRIER-FILTER-STRAINER?

TRAP-DRI quickly frees your systems of moisture, sludge, dirt, solder particles and other impurities that too often cause trouble and require extra service. Assures smoother valve operation, freedom from freeze-ups and improved system efficiency. Honey comb filter element removes foreign materials as small as 5 microns, without appreciable pressure drop. Silica Gel (53.7 cu. in.) may be replaced, or dried and re-used. Now larger in capacity, Rechargeable TRAP-DRI is supplied with 1/2" male flare. Also 3/8" sweat connection, easily adapted to 3/8", 1/4" and 1/8" tubing. Ask your wholesaler about the new A-P Rechargeable TRAP-DRI, or write for bulletin No. TD 120.

AUTOMATIC PRODUCTS COMPANY

2450 NORTH THIRTY-SECOND STREET, MILWAUKEE 10, WISCONSIN
Export Dept., 13 East 40th Street, New York 16, N. Y.



AP Dependable

REFRIGERANT VALVES

STOCKED AND SOLD BY GOOD REFRIGERATION WHOLESALERS EVERYWHERE
... RECOMMENDED AND INSTALLED BY LEADING REFRIGERATION SERVICE ENGINEERS

Various Agencies for Management Counsel Offer Dealers 'Outside' Aid In Planning Operations

BOSTON — Refrigeration dealers and other small businesses can obtain assistance if they have the initiative to go out and get it.

This conclusion is reached by Myles L. Mace, associate professor of business administration, Harvard Business School, in an article on "Management Assistance for Small Business," appearing in the autumn issue of the *Harvard Business Review*.

Following an extensive survey of small business firms over the past few years, Professor Mace discusses various sources of management counsel which he has observed as being particularly helpful to small business, and cites actual cases as illustrations. His views relate to proprietorships, partnerships, or corporations in which management decisions are made by one or two persons.

"By definition," he points out, "the small business manager does not have a staff of specialists in his organization. Yet there are sources of management assistance to augment the limited quantitative management capacities present in small business; and small business managers have but to seek out and use these sources. The diversity of small business management problems and the magnitude of the small business population require that the small business manager come to the sources of management assistance rather than vice versa."

In citing such sources of management assistance for small business as commercial banks, the Department of Commerce, suppliers, board of directors and advisory council, and others, Prof. Mace notes that his list should not be regarded as complete or conclusive.

As to aid available from commercial banks, he points out that "too frequently the small business manager faced with a financial problem approaches the loan officer of a bank with an emergency request for cash and an inadequate presentation of the position of his business."

"The alert small businessman," he asserts, "helps his banker to help him, by anticipating his seasonal or other financial requirements and discussing them with his banker in advance of his actual need. If the accounts are not complete or accurate, there is sufficient time to straighten them out to the loan

officer's satisfaction. On this basis, the two parties work out arrangements to their mutual benefit."

"There is also another way in which the small businessman can help his banker to help him. Loan officers cannot be expected to be intimately aware of what is involved in the operation of every kind of business. It is therefore important that the small business manager take steps to educate his banker on the details of his particular business. It is only through such an understanding that the banker can assist the small businessman on the financial aspects of his operations."

Although not closely acquainted with the details of each individual small business, he continues, "bankers are usually in touch with market and general economic conditions and thus are in a position to pass this information on to small businessmen."

Noting that at present there are 77 field offices of the U. S. Department of Commerce located strategically throughout the country, Prof. Mace explains that these offices exist to help all business, but each office includes a special section, staffed by men with business experience, with the primary function of assisting small businessmen in their respective regions.

"Too few businessmen are aware of these offices," he says, "and fewer still take advantage of the management assistance available at this source. This help does not consist of a management consulting service for each small business. Rather the small business manager who comes or writes to his regional office on a management problem receives whatever published literature is available and, if it is appropriate to his problem, is directed to other offices or

private service businesses which can provide assistance."

Increasingly recognizing that their future success depends in large measures on the profitable operations of their many small customers, suppliers have proffered a variety of management aids to assure the continued existence of these small businesses, Prof. Mace notes.

These, he points out, have taken such forms as offers to help plan financial requirements; to reorganize store layouts; to establish cost controls; to provide newspaper advertising suggestions and mats; to design store fronts and window displays; and others.

"One of the least used sources of management assistance for small businesses, and probably one of the most useful potentially, is the board of directors in the case of corporations (or the informal advisory group or council in the case of proprietorships or partnerships)," Prof. Mace declares, citing a number of cases to show how valuable management help can be secured by obtaining qualified outside persons to serve as directors or advisors.

"There are other sources of man-

agement assistance," he continues. "Some management consulting firms, particularly the small ones, offer their services to small businesses. The benefit of this source of assistance was found to be greatest when the management consultants maintained a continuous rather than a one-shot relationship."

"In some ways the existence of one or two men as the management in a business has considerable advantages of flexibility, singleness of purpose, close relations with personnel, and so on—on long as some offsetting disadvantages, like lack of time for objective, forward-looking planning, are minimized through recourse to outside skills as needed. But the burden is on the small business manager to help himself. The strong, virile, and challenging small business segment which is deemed essential to our system of free enterprise cannot exist if this segment is ministered unto as a ward of the public."

"Any real solution to the small business management problem, it is repeated, must depend on the vigor and initiative of small businessmen themselves."

An open letter

ABOUT A FEW

Sales-stirring Exclusives in Every Cabinet!

The full Frigid-Freeze line numbers 22 units. It is the most complete line of frozen food and ice cream cabinets in the industry: Two commercial frozen food and ice cream cabinets featuring 3-Dimensional superstructures and removable Thermopane slide-tops. Open-top "Spot-Special" cabinet-on-wheels and a full length (8 ft.) open-top glass front display case, both featuring 3-Dimensional food pictures. A line of 5 conventional Ice Cream cabinets built to the most rigid specifications of the industry. A sensational new Ice Cream Center for the sale of ice cream in every form—plates, sundaes, malteds, and sodas not requiring costly carbonation equipment—all using 100% disposable paper cup service. Also 3 convenient sizes of institutional, back-room storage or up-front novelty cabinets, and a range of 3 sizes of economical Home and Farm Freezers. The all-aluminum, prefabricated Frigid-Freeze Walk-In, in 6 sizes from 160 to 730 cubic feet, available for low and high temperatures; for ice cream, frozen foods and fresh foods.

MERCHANDISING MAGIC: No other single factor has contributed as much in moving frozen foods and ice cream, during 1947, as have the full color 3-dimensional food pictures introduced and exclusively featured by FRIGID-FREEZE. Here is merchandising magic; not the trick movement of a single hand but the accelerated movement of many hands, reaching eagerly and with buying intention into FRIGID-FREEZE cabinets. Here are pictures come to life; instilling new life into sales.



In the Heart OF DETROIT
FACING GRAND CIRCUS PARK

The Tuller, a modern hotel for those who want the best! Convenient to Offices, Theaters, and Shops. Friendly, courteous service and real Hotel Comfort. The Tuller Coffee Shop or Cafeteria for your Dining Pleasure at modest prices. It pays to stay at Hotel Tuller.

VISIT OUR COCKTAIL LOUNGE ONE OF DETROIT'S FINEST

800 ROOMS \$2.75 WITH BATH FROM

HOTEL TULLER
RICHARD C. HODGES, Mgr

THE MOST DYNAMIC LINE IN COMMERCIAL REFRIGERATION

Free Turkey or Frozen Food Bargain?**Philco, Deepfreeze Distributors Promote Freezer Sales Through Offer of Premiums**

CINCINNATI — "Premium-offer" promotion entered the home freezer selling picture here recently when on two successive Sundays a Deepfreeze distributor and a Philco distributor promoted their respective freezers through full-page advertisements in the same newspaper—both offering premiums in connection with the purchase of a freezer.

Warning that an acute food shortage may be imminent, Deepfreeze Distributing Corp. here urged readers to "beat this situation now" through its combination offer of a 20% discount on the first \$50 purchase of Snow Crop Frozen Foods with the purchase of a Deepfreeze home freezer.

On the other hand, the Philco advertisement, inserted by Tri-State Distributing Corp. offered a free,

dressed 10 or 15-lb. turkey with the purchase of a Philco freezer.

The rival advertisement, published in the *Cincinnati Enquirer*, said "Deepfreeze Distributors join hands with Snow Crop Frozen Food Grocers to present you with this double saving combination offer."

To rouse holiday interest in its product, the Tri-State Distributing Corp. advertisement (also in the *Enquirer*) carried the following message in large type across the top of the page:

"Your Holiday Turkey (10 or 15-lbs. dressed weight) Included Without Charge With the Sensational New Philco Freezer."

The Deepfreeze promotional went into detail to explain how purchasers could save money on frozen food:

"With the Deepfreeze Home

Freezer you purchase now, before this offer expires, you will receive a valuable coupon . . ." the advertisement continued. "Simply present your coupon to any independent food dealer handling Snow Crop Frozen Foods. . . ."

Readers were invited to obtain details from any of the 24 dealers listed. The list included the names and addresses of appliance stores and locker plants in the area.

Heading the advertisement were two lines of huge, block type which asked, "Food Shortage To Increase?"

Opposite a large cut of the deluxe Deepfreeze Model C-10-47, priced at \$449.50 delivered and installed, was the advice to "help keep the nation's food supply from spoiling by helping the nation keep it in storage."

The advertisement announced that the freezers were available from \$199.95, the price of Deepfreeze's Model A4, delivered and installed.

Tri-State advertised Philco Model AH 25 at \$169.95 plus \$5.00 for delivery and installation. A large drawing of Model AH 51 was also included in the advertisement. Price was listed at \$239.50 with a \$5.00 extra charge for installation and delivery.

Brockport, N. Y. Freezing Plant May Reopen Soon

ROCHESTER, N. Y. — Through a compromise effected in Supreme Court, prospects brightened for reopening under new auspices, in time for the 1948 pack of Brockport's million-dollar food freezing and canning plant built two years ago by New York Frozen Foods Corp., but idle since last February.

The compromise, in which Frozen Foods withdrew its \$325,000 counterclaim in the suit of Standard Brands, Inc. to foreclose two mortgages totaling \$650,000, averted a jury trial of the counterclaim.

Under the settlement, according to George J. Skivington, Sr., attorney for Frozen Foods, Standard Brand agreed to give the Brockport firm approximately \$95,000 in cash and property, and the defendants agreed to have the foreclosure suit proceed.

It is expected that on obtaining judgment in the foreclosure suit, Standard Brands will bid in the huge plant, and will offer the property for sale to enable its use for 1948 season.

Frozen Food Conclave In Chicago March 15-18

WASHINGTON, D. C. — A six-man committee of the National Association of Frozen Food Packers is now at work planning arrangements for the second National Frozen Food Industry Convention and Exposition in Chicago March 15-18, 1948.

The exposition, which is expected to exceed the first one in San Francisco last March in both size and attendance, will be staged at the Stevens hotel. Accommodations there and at the Congress and Morrison hotels have been reserved for the industry, it was announced.

Howard Lochrie, Birds Eye-Snyder, Inc., New York City was named chairman of the 1948 convention and exposition committee. Other members are Karl Reynolds, Reynolds Brothers, Sturgeon Bay, Wis.; Frank J. Owens, Brown's Frosted Foods, Inc., Philadelphia; W. Ed. Booker, The Winter Garden Co., Knoxville, Tenn.; Ben F. Logan, Jr., R. D. Bodle Co., Seattle, Wash.; and James S. Lawless, Frosted Fruit Products.

NAFFP announced that Clapp & Poliak, New York City, had again been retained to manage the show.

The Quick Frozen Food Association of Chicago, which recently installed its 1948 slate of officers and directors, will act as host for NAFFP's annual convention. This group is also planning to sponsor a Frozen Food Week similar to the one it backed last year in conjunction with the Chicago National Food Show, but "bigger and better."

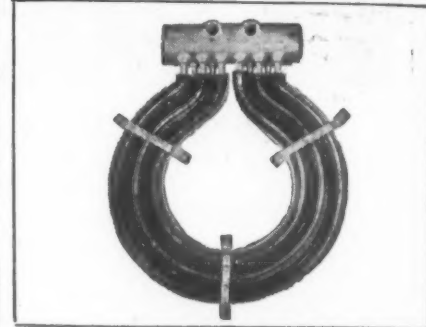
New officers of the Chicago association include Charles E. Wurm, The Wurm Bros. Co., president; Charles Petersen, E. A. Aaron & Bros., vice president; W. C. Baker, Produce Terminal Cold Storage Co., secretary; and Walter A. Johnson, Fairmont Foods Co., treasurer.

Directors are Ted Skinner, Skinner & Co.; W. L. Pavlovski, Beatrice Foods Co.; and Frank C. Janas, Haskris & Co.

New Maxson Frozen Items Can Be Heated In Foil Wrapper

NEW YORK CITY — Individually wrapped frozen food portions that eliminate cooking and pot-washing are due to appear on local grocers' shelves around the first of the year. Maxson Food Systems, Inc. has prepared them to replace the firm's "plates," which are being discontinued except on air lines.

The new Maxson "wife-savers," which will be available in both meat and vegetable portions, can be heated right in their aluminum foil packages simply by placing them in boiling water, the company said.

ROME-CONDENSER ★ Jointless Type ★

Rome Water Cooled Condenser Coils insure trouble-free condensing equipment. Used by leading compressor manufacturers

ROME-TURNEY RADIATOR COMPANY

222 CANAL ST.
ROME, N. Y.

CURTIS
REFRIGERATION
AIR CONDITIONING
COMMERCIAL

**For All Your
Refrigeration and
Air Conditioning
Requirements**

Curtis Refrigerating Machine Division
of Curtis Manufacturing Company R-528
1912 Kienlen Ave. St. Louis 20, Mo.

Established 1854

from FRIGID-FREEZE

To Competitive-Minded and Hard-Hitting Distributors
Of Commercial Refrigeration Equipment

AVAILABLE EXCLUSIVE TERRITORIES

As you may have noticed in our recent advertising, we are now prepared to take on additional distributor-representation on an exclusive and fully-protected territorial basis.

Our steel and other requirements show sufficient promise of control in 1948 so that we can make arrangements for a larger number of outlets and keep them all supplied with an ample flow of Frigid-Freeze equipment.

The one best reason, in our opinion, for any competitive-minded and hard-hitting distributor to be interested in the Frigid-Freeze line is the fact that it has made considerable money for those who have been identified with it to date.

In many quarters, Frigid-Freeze is spoken of as "the most dynamic name in commercial refrigeration". This is due, undoubtedly, to the incorporation of new sales-producing ideas in the designs and uses of our equipment.

Examine any Frigid-Freeze cabinet and you will find trail-blazing exclusives that are compelling reasons why it should be preferred by the ultimate buyer and user.

On the page to the left are illustrations of the various types of equipment included in the Frigid-Freeze line. Note especially that it is a complete line planned to fit the space requirements of large and small stores, and to provide them with "plus-

values" which will stimulate demand and "up" the sales of frozen foods and ice cream.

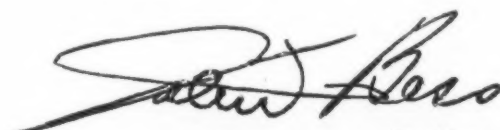
During the past year, we introduced a "sales-stirring" improvement in superstructures by using full color, 3-dimensional food pictures in place of the conventional 2-dimensional lithographs. If you have seen any of these life-like pictures, you must know what a tremendous difference they make in promoting the sale of the products displayed in the cabinets of which they have become an integral part.

The third dimension packs a powerful sales-punch in more ways than one; and we like to think that, in our overall sales picture, as well as in our superstructures, Frigid-Freeze capitalizes the third dimension with consistent effectiveness.

To us, the third dimension in selling is essentially, "sales-vision", the faculty of looking ahead, seeing ahead . . . and keeping ahead of competition.

If, in the foregoing remarks, we seem to be indulging in self-praise, we ask you to accept them rather as a basis for critical inquiry. We stand ready to prove each and every claim we make. We welcome the challenging voice that says, "Show me".

All we ask is that you indicate, today if at all possible, whether you are interested in discussing with us the subject of Frigid-Freeze distributor-representation, and when an appointment can conveniently be arranged for our regional manager.


President

REFRIGERATION CORPORATION OF AMERICA
A DIVISION OF NOMA ELECTRIC CORPORATION
GENERAL OFFICES AND FACTORY: BARBER, NEW JERSEY

Partial '47 Dealer Figures Show Gross Profit Was Down, Net Up In High-Volume Period

WASHINGTON, D. C.—“Watch your costs, but don't cut down your sales effort” is the advice passed on to the nation's appliance dealers by D. S. Watson of the economics department, George Washington University here.

Watson, who recently analyzed a cost-of-doing business survey conducted by the National Electrical Retailers Association, found, in comparing dealer costs and their relation to net profits for 1946 with those of the first six months of 1947, that gross profits and costs were down in the latter period while net profits were up.

He further found that the favorable position of dealers early this year was due to increased volume over last year. High profit dealers, he discovered, spend much more on advertising and service than the average dealer.

Watson's findings were presented to Herb Names, N.E.R.A. president, and C. C. Simpson, managing director of the organization. The joint views of the three were published in a report to N.E.R.A. members.

“The era of easy selling and high volume of income in the hands of the public experienced during 1946 and the first six months of 1947 may never come again, but the alert retailer can prepare himself for the future by keeping accurate records and by carefully watching his costs,” the report stated.

Data for the survey was accumulated through confidential reports of expenses for the 18 months from January, 1946 through June, 1947 submitted to the association by its members.

From these figures, three sets of average cost figures were developed. They were:

National cost figures—to enable individual dealers to compare their own costs with the national average of all dealers.

Average costs by regions—so each dealer could compare his costs with the average in his geographical area.

Average by various sized dealers—for the dealer to relate his costs to those of dealers in his same volume bracket.

While it is readily admitted that the present seller's market will be of short duration, the report said, the dealers' figures reveal that the higher volume during the first six months of 1947 not only kept most dealers' costs down but also permitted a slight increase in net profits over the whole year 1946.

Tables 1, 2, and 3 show national average costs figures for the year 1946 and the first six months of 1947

with corresponding percentage changes.

Table 4 compares sales during the first half of 1947 with those of the entire year 1946.

Nine out of 10 dealers had sales in the first half of 1947 which were more than half their volume for the entire year 1946, according to the report. One out of 10 showed more

volume in the first six months of 1947 than in all of 1946.

On the average, January through June, 1947 sales amounted to 75% of the 1946 total.

Table 5 showing the appliances sold in relation to total sales reveals that more refrigerators were sold during 1946 and 1947 than any other major appliance. Washing machines were second. Only vacuum cleaners and miscellaneous items showed a sales decrease.

Table 6 shows the per cent of total sales of each item involving a trade-in. Though trade-ins are still a negligible factor, a slight increase was noted in 1947. Some dealers reported no trade-ins at all.

The report gave a detailed analysis of the profit and cost items represented in the first two tables. That analysis, edited slightly, follows:

“For sake of brevity, when reference is made to 1947, the first six months of the year are meant.

GROSS PROFIT

“Gross profit as used in this survey is the difference between the cost of goods and net sales.

“Nearly all dealer profit margins ranged between 30 and 40%. As a matter of fact, a large number of dealers had margins very close to the average margins for the entire group.

“Gross profit was less in 1947, however, than in 1946. For 1946 the figure was 33.9% of sales and for 1947, 33.5% of sales, or a gross profit decline of 1.2%.

OCCUPANCY EXPENSE

“For purposes of this analysis, occupancy expense is designated to include the amount spent for rent, light, heat, power, water, janitor, etc. In short, all expenses incurred in occupying the dealer's premises, whether store or warehouse.

“Occupancy expense during 1946 accounted for \$3.70 for every \$100 worth of merchandise sold. In 1947, however, the dealer spent an average of only \$3.50 on occupancy expense for each \$100 in sales.

“The decline of 20 cents for each \$100 worth of merchandise sold can be directly attributed to the relatively greater volume of business in 1947 over 1946.

COST OF SALESMEN

“This cost includes all monies paid to men or women for selling appliances—whether salary, commission, drawing account, bonus or other incentives—as well as cost of sales supervision and expense accounts.

“The general average for 1946 was \$4.80 for every \$100 of sales, and for the first six months of 1947, it was \$5.80. The average dealer spent 1/10 more of his sales dollar on salesmen during the first six months of 1947 than he did during 1946.

OTHER SALES COSTS

“Miscellaneous expenses in connection with selling expense—such as cost of sales supplies, delivery expenses and delivery equipment upkeep—averaged \$2.80 of each \$100 of sales in 1946 and only \$1.60 in 1947. Again the decline may be chalked up to higher volume.

TOTAL SALES COSTS

“Included in total sales costs are costs of salesmen and other sales costs. This item showed a decline from \$7.60 per \$100 of sales in 1946 to \$7.40 in 1947. Although this decline is very slight, the figures clearly show that dealers were putting more effort into their selling, when the larger volume of business in 1947 is taken into consideration.

“At the same time all dealers, whether very large or very small, spent about the same proportion of total operating costs on selling.

NEWSPAPER ADVERTISING AND DIRECT MAIL

“Changing market conditions and an increased importance on promotions is clearly indicated by the fact that there was a 20% increase in the expenditure for newspaper advertising and direct mail in 1947 compared to 1946.

“The aggregate amount spent, however, was a small item—only \$1.50 of each \$100 of sales in 1946 and \$1.80 in 1947.

“Nearly all dealers reported some outlay under this heading. Some dealers spent as high as 5% of sales, while others only showed newspaper advertising and direct mail expense as low as 1/2 of 1%.

OTHER ADVERTISING

“This includes the cost of bill boards, window trimming, radio advertising and advertising agency assistance. Most dealers reported no expenses at all under this heading. The over-all average, therefore, is only 40 cents per \$100 of sales for 1946 and 50 cents for the first six months of 1947.

“The increase is noteworthy, however, because it is relatively so large. It would seem to reflect that those dealers who do go in for this type of advertising have decided to spend more money on it.

TOTAL ADVERTISING COST

“The total cost of all advertising jumped to 2.3% in 1947, from an average of 1.9% of sales in 1946.

“Variations among dealers was great, some reporting expenses of this type as much as 15% of sales, and others less than 1%.

ADMINISTRATIVE EXPENSE

“This expense is what the dealer paid himself or someone else as manager of his business, also salaries of his office staff, collection expenses and the expenses incurred for office supplies, etc. Like occupancy expense, this is an ‘overhead’ item, and a relatively large one for most dealers.

“For 1946 administrative expense averaged \$7.10 per \$100 of sales, and in 1947 came to \$6.50. The fact that sales went up in 1947 was a big factor behind this decline.

SERVICING

“This covers the total amount of money paid for the maintenance of the dealer's service department, including the salaries and expenses of servicemen.

“Since many dealers do not maintain (Concluded on next page)

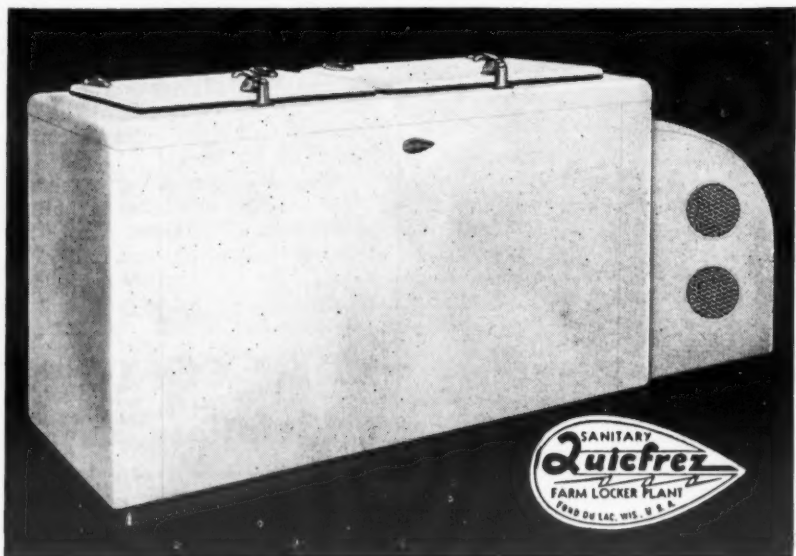
Sanitary Quicfrez

THE PIONEER OF FARM LOCKER PLANTS
NOW READY FOR IMMEDIATE DELIVERY

Built to the highest quality standards throughout.

Complete, with Condenser Units—ready for you to install. Everything about the “QUICFREZ” Farm Locker Plant is engineered and built for years of dependable service. Thousands in daily operation since 1939.

Valuable Exclusive territory open. Write or wire for franchise information. Sanitary has several good openings for salesmen.



SANITARY REFRIGERATOR COMPANY

FOND DU LAC, WISCONSIN
Ice Refrigerators For More Than 40 Years—
Quicfrez Farm Lockers Since 1939

AIRO has the LEADERS

We carry the preferred types of
CONTROLS

**CUTLER-HAMMER • DETROIT
PENN • MINNEAPOLIS-HONEYWELL
RANCO • WHITE-RODGERS**

**AIR CONDITIONING & REFRIGERATION
UNITS—PARTS—TOOLS—SUPPLIES**

Wholesale only • Domestic and Export

Send for Catalog 47-A

For wholesale trade only
Please write on your letterhead
or include proper identification.

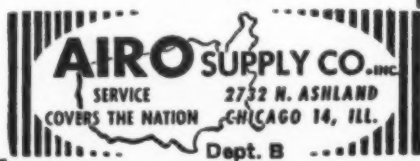


Table 1—National Average 1946

(All figures are in per cent of sales)	
Gross Profit:	33.9%
Net Profit:	8.5%
Operating Costs:	25.4%
Occupancy expense	3.7%
Cost of salesmen	4.8
Other sales costs	2.8
Sales costs: total	7.6
Newspaper advertising & direct mail	1.5
Other advertising	0.4
Total advertising costs	1.9
Administrative expense	7.1
Servicing	3.3
Other costs	1.8
Total	25.4%

Table 2—National Average First 6 Months 1947

(All figures are in per cent of sales)	
Gross Profit:	33.5%
Net Profit:	9.0%
Operating Costs:	24.5%
Occupancy expense	3.5%
Cost of salesmen	5.8
Other sales costs	1.6
Sales costs: total	7.4
Newspaper advertising & direct mail	1.8
Other advertising	0.5
Total advertising costs	2.3
Administrative expense	6.5
Servicing	2.5
Other costs	2.3
Total	24.5%

Table 3—Percentage Change From 1946 to First Half Of 1947

	Increase	Decrease
Gross Profit	5.8%	1.2%
Net Profit:		
Operating Costs:	3.5	
Occupancy expense	5.4	
Sales costs: total	2.6	
Total advertising costs	21.5	
Administrative expense	8.4	
Servicing	24.4	
Other costs	27.8	

Table 4—Sales In First 6 Months of 1947 as Compared With 1946

Sales In 1st 6 Mos. Of 1947 In Per Cent of 1946 Sales	Per Cent of Reporting Dealers In Each Group
25—49%	10%
50—74	46
75—99	34
100—124	6
125—149	4
Average: 75.3%	

Table 5—Appliances Sold In Relation to Total Sales

	Per Cent of Total Sales 1st 6 Mos. 1947	1946
Washing machines sales	16.1%	18.3%
Refrigerator sales	19.4	20.3
Vacuum cleaner sales	3.2	2.1
Radio sales	17.2	18.9
Range sales	12.1	12.2
Other sales	32.0	28.2

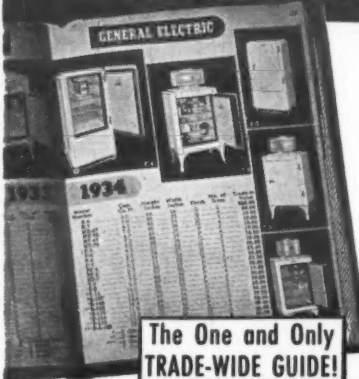
Table 6—Per Cent of Total Sales of Each Item Involving A Trade-In

Appliance	1946	1st 6 mos. 1947
Refrigerators	3%	6%
Washers	4	9
Vacuum cleaners	10	12
Ranges	2	4

Table 7—Analysis of Average Gross Profit, Average Total Costs, and Average Net Profits By Regions

	Percentage—National Regional Averages			
	Average	I	II	III IV
Gross Profit 1946	33.9	32.5	33.2	34.9 35.7
1947	33.5	32.7	33.0	31.8 36.3
Total Costs 1946	25.4	23.9	22.4	26.3 26.3
1947	24.5	25.4	22.7	29.9 23.7
Net Profit 1946	8.5	8.4	10.8	8.6 9.4
1947	9.0	7.3	10.3	4.9 12.6
Region I—New England, Middle and South Atlantic States (including Maine, Vermont, New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, District of Columbia, Delaware, Maryland, Virginia, West Virginia, North Carolina, South Carolina, Georgia, and Florida).				
Region II—East and West North Central States (including Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, and Kansas).				
Region III—East and West South Central States (including Kentucky, Tennessee, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma, and Texas).				
Region IV—Mountain and Pacific States (including Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada, Washington, California, Oregon).				

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Low-Profit

Aggressive Selling Plus Wise Spending Are Still Keys to Bigger Dealer Profit

(Concluded from preceding page)

tain service departments, they reported no expense for this item. General average for 1946 was \$3.20 of each \$100 of sales and \$2.50 of each \$100 of sales in 1947.

TOTAL OPERATING COSTS

"As the direct result of higher volume, the dealer's total operating costs declined 3.5% from 1946 to 1947. In 1946, total operating costs were 25.4% of sales, and in 1947, 24.5%.

"One of the largest increases in operating costs was the cost of salesmen, which was up 20% in 1947 over 1946. Dealers who look to the future must realize that the cost of salesmen will increase progressively as competition increases.

"In addition to cost of salesmen, advertising, and "other" costs also increased, although all remaining costs fell.

NET PROFITS

"Net profits were up 5.8% in 1947 compared with 1946. They increased from 8.5% of sales to 9.0% of sales. In other words, of every \$1.00 sold in 1946, the average dealer made net profits of \$8.50, and in the next six months made \$9.00, or an increase of 50 cents per \$100 of sales.

"These profits may be compared with the profits given in the O.P.A. study which shows for the year 1941 the average profit of appliance-radio dealers was 6.9% of sales. In many respects 1941 may be regarded as a normally good year.

"The 1946-47 profits of NERA dealers were, it is true, higher but not abnormally high. In all probability rising costs of selling and advertising in the near future will reduce the present levels of net profit.

"Regional variations in gross profits were not large. Mountain and Pacific dealers reported slightly higher gross profits than did the dealers in other regions, while dealers in the East and Middle West reported lower than average gross profits.

"Total operating costs during 1946 were less than the national average in the East and Middle West, although this picture changed somewhat in 1947.

"Regional differences in net profit

were slight, with the lowest profits in the East."

In grouping the dealers by the size of their volume, the N.E.R.A. survey found that dealers whose 1946 sales were between \$150,000 and \$250,000 reported the highest gross profits.

The largest dealers had the lowest net profits, reflecting their small gross profits and high operating costs.

As shown in Table 8, the smallest and the largest dealers had the highest occupancy expenses, which suggests, according to the report, that "medium sized dealers were the most efficient in holding down occupancy expense."

On the other hand, larger dealers spent more proportionately on total sales costs than did the smaller dealers.

To compare the performance of high and low profit dealers, the N.E.R.A. survey designated those dealers who made 15% or more net profit over the entire 18 months period as high profit dealers and those who made 5% or less profit during the same time as low profit dealers.

Results are found in Tables 10 and 11. Comments made in the report follow:

"High profit dealers showed occupancy expenses, 86.5% of the average for all dealers in 1946, and 68.6% in 1947. Low profit dealers' figures were 110.8% and 140.0% of the average.

"Curiously enough, both high and low profit dealers spent less than the average on total sales costs.

"Again, both high and low profit dealers exceeded the average for all dealers in the matter of total advertising costs.

"High profit dealers had administrative expense which was 8.5% less than the average for all dealers in 1946, and 23.2% less than the average during 1947.

"On the other hand, among the high profit dealers expenses for servicing greatly exceeded the general average.

"The typical high-profit dealer not only spent less in both 1946 and 1947 on occupancy expense than either the average or low-profit dealers, but he also reduced his total selling costs in 1947.

Table 8—Gross Profits, Profits and Costs of Dealers of Different Sizes (all figures are percentages of sales)

		All Dealers	Dealers With 1946 Sales of—			
			Less than \$75,000	\$75,000 to \$150,000	\$150,000 to \$250,000	Over \$250,000
Gross Profit	1946	33.9	33.8	34.0	35.1	32.1
	1947	33.5	33.7	33.0	36.5	30.6
Net Profit	1946	8.5	10.2	9.5	5.2	5.6
	1947	9.0	10.4	11.4	9.9	4.3
Operating Costs	1946	25.4	23.0	24.5	29.9	26.5
	1947	24.5	23.3	21.6	26.6	26.3
Occupancy Expense	1946	3.7	4.1	2.7	3.6	3.9
	1947	3.5	4.0	2.4	3.3	5.8
Sales Costs: Total	1946	7.6	6.5	6.9	7.8	7.7
	1947	7.4	6.8	6.4	7.8	7.8
Advertising Costs	1946	1.9	2.3	1.5	1.7	2.1
	1947	2.3	2.7	2.1	2.0	2.3
Administrative Expense	1946	7.1	8.3	6.5	6.8	7.4
	1947	6.5	7.9	5.9	5.8	7.0
Servicing	1946	3.3	1.8	3.7	5.0	2.4
	1947	2.5	1.8	2.4	3.4	2.2

Table 9—Comparison of Costs of Dealers of Different Sizes

		All Dealers	Dealers With 1946 Sales of—			
			Less than \$75,000	\$75,000 to \$150,000	\$150,000 to \$250,000	Over \$250,000
Operating Costs	1946	100.0	100.0	100.0	100.0	100.0
	1947	100.0	100.0	100.0	100.0	100.0
Occupancy Expense	1946	14.8	17.3	10.8	12.0	14.8
	1947	14.0	17.0	10.6	12.4	22.0
Sales Costs: Total	1946	30.4	28.3	27.6	25.7	28.3
	1947	29.2	29.1	29.6	29.3	29.8
Advertising Costs: Total	1946	7.6	10.0	6.1	5.6	8.0
	1947	9.2	11.6	10.0	7.5	8.7
Administrative Expense	1946	28.4	36.1	26.1	22.6	28.0
	1947	26.0	33.9	27.3	21.8	26.6
Servicing	1946	13.2	7.1	14.9	16.5	9.1
	1947	10.0	6.9	10.6	12.8	7.6

Table 10—Comparison of High and Low Profit Dealers With The Average Dealer In 1946 (Per Cent of Sales)

	Net Profit	Gross Margin	Occupancy Expense	Total Selling Costs	Total Publicity Cost	Administrative Expense	Servicing	Total Cost
Average Dealer	8.5	33.9	3.7	7.6	1.9	7.1	3.3	25.4
High-Profit Dealer	16.3	39.6	3.2	6.1	2.3	6.5	4.6	23.3
Low-Profit Dealer	2.2	30.6	4.1	5.3	3.7	8.7	2.6	28.4

High Profits = average of 15% or more of sales in 1946 and first 6 months of 1947
Low Profits = average of 5% or less of sales in 1946 and first 6 months of 1947

High and Low-Profit Dealers In Per Cent of Average Dealer								
High Profit	119.0	86.5	80.3	121.1	91.5	139.4	91.3	
Low Profit	91.9	110.8	70.0	194.7	122.5	78.8	111.8	

Table 11—Comparison of High and Low Profit Dealers With The Average Dealers In 1947 (Per Cent of Sales)

	Net Profit	Gross Margin	Occupancy Expense	Total Selling Costs	Total Publicity Cost	Administrative Expense	Servicing	Total Cost
Average Dealer	9.0	33.5	3.5	7.4	2.3	6.5	2.5	24.5
High-Profit Dealer	20.7	40.4	2.4	5.9	3.3	4.8	4.6	19.7
Low-Profit Dealer	0.6	30.9	4.9	6.5	4.9	7.9	3.5	30.3

High and Low-Profit Dealers In Per Cent of Average Dealer

High Profit	120.6	68.6	79.9	146.5	73.8	184.0	80.4	
Low Profit	92.0	140.0	87.8	213.0	121.8	140.0	123.7	

"Although he spent more on advertising than the average dealer, his advertising costs were still less than the typical low-profit dealer.

"Administrative expense was less for the high-profit dealer than both the average and low-profit dealers during the entire period under study. He spent a great deal more, however, on servicing than did either the average or low profit group.

"Thus, the total costs of high-profit dealers were considerably lower than the average or low profit dealers, although the high-profit dealer trimmed most of his costs in order to put more stress and expense on service.

"Characteristics of the low profit dealer were low gross profits, high occupancy expense, high advertising expense, high administrative expense, and in 1947, low servicing expense."

In its conclusion the report pointed out four lessons that dealers could learn from the survey. They were:

1. Volume cuts certain costs. Even if profit margins fall, higher net profits can be made if net profits do not rise.

2. By watching costs and following the good example set by high profit dealers, net profits can be increased.

3. Keep costs in line but remember that those who spend more show higher profits. Even in a seller's market, the man who goes out and sells still makes more money than the man who stands still and waits for business to come to him.

4. "The drop in gross profits was compatible with higher net profits in the period of this study. But when the boom is over, costs will rise. If gross remains the same or continues to fall slightly, then the dealer will be squeezed."

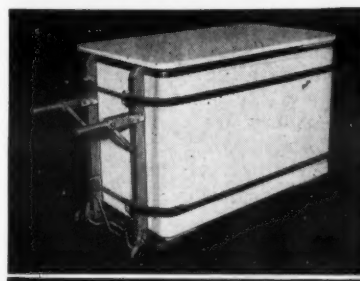
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and hold paint, are nonmetallic and not affected by moisture, retard rust and corrosion, promote lasting fine appearance.

Your customers, you'll find, appreciate the value of Bonderizing as assurance of satisfaction.

Emphasize Bonderizing on the appliances you sell. It's an important performance feature, an effective sales point. Tell your customers, "This appliance is Bonderized!"



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Manufacturers, Dealers Use Varied Methods To Push Automatic Washer Sales

Home Demonstrations Of Washers Result In 'Chain-Reaction' Sales

ST. LOUIS—Atomic scientists at Oakridge have nothing over Marshall Vancil, an enterprising dealer here, as far as "chain reaction" is concerned for he is applying his own version of the theory to boost home laundry equipment sales.

When Vancil, who is the proprietor of the Appliance Arcade, sells a Frigidaire automatic clothes washer he is not content to sit idly by computing his profit on a single sale and worrying about new prospects. Instead, he is busy setting the stage for a "chain-reaction" of washer sales—all stemming from a planned post-sale home demonstration.

Although the idea of "chain-selling" is not new in the strictest sense of the word, there is an air of freshness about Vancil's approach. He asks the proud, new owner of a Frigidaire washer to round up the prospects. He uses the basement of her home or laundry room for his demonstration. He lets the washer sell itself. He makes one washer sale generate a host of others without additional effort or sales personnel by simply turning a routine home demonstration into a "selling" demonstration for the new user's friends. His latest customer is his salesman—on a no-salary, no-commission basis.

With competition mounting in the field of automatic washer selling, resourceful dealers and manufacturers answer the challenge by devising all sorts of techniques to keep units on the move.



At the time he schedules the regular post-sale home demonstration for his new customer, he drops the suggestion that "some of her friends and neighbors might be interested to see her new 'automatic' in action." They invariably are and by the time the demonstration actually takes place from three to five neighborhood women are usually on hand to see it.

Recently 23 friends of a St. Louis housewife turned out to see one of these "user" demonstrations. Vancil added 23 new names to his ever-growing prospect list. Incidentally, he has sold new washers to three members of this particular group of women.

Bendix Radio Program Dramatizes Cycle of Home Laundry

SOUTH BEND, Ind.—An innovation in the use of radio shows to promote appliance sales, combining showmanship, salesmanship, advertising, and merchandising, has been introduced by Bendix Home Appliances, Inc., in its "Wash on the Air" radio program.

Inaugurated in Texas, the series is booked and produced by two factory

representatives—a salesman and an experienced announcer—in conjunction with Bendix Home laundry dealers, distributors, and local stations. When in full swing, the team expects to stage three to five shows weekly, according to W. F. Linville, general sales manager.

The kernel of each 15-minute broadcast, which is conducted in the dealer's store with an audience, is a dramatization of the Bendix automatic washing machine as it goes through its paces. Announcer Jack Knott describes to his air audience the three things he does to put the Bendix to work and then gives a play-by-play account of the washer's activities, many of which are audible.

With his presentation, of course, goes a compact line of "sell." The entire show has a split-minute schedule, but afterwards the store audience watches the Bendix complete its cycle and is given brief "pitches" on the Bendix automatic clothes dryer and the Bendix automatic ironer. The store shows last from an hour to 75 minutes, often concluding with question-answer periods before dealer sales personnel go to work.

DEALERS' CO-OP PROGRAM

There is no limitation on the size of the station, dealer, or community in which "Wash on the Air" is produced. In some cities, it is indicated, Bendix home laundry dealers will join in staging a cooperative program. Costs are shared by the dealer and his distributor; they and the manufacturer divide advertising investments.

Stations which have carried the "Wash on the Air" include WRR, Dallas; KCB, Lubbock, Tex.; KWFT, Wichita Falls, Tex.; WACO, Waco, Tex.; KCRC, Enid, Okla.; KSWO, Lawton, Okla.; KADA, Ada, Okla.; KBIX, Muskogee, Okla.; KOME, Tulsa; WBAP, Ft. Worth; WKBB, Dubuque; WOC, Davenport; KSWI, Council Bluffs; KFOR, Lincoln; KSCJ, Sioux City; KFEQ, St. Joseph, Mo.; KOIL, Omaha, and WHB, Kansas City, Mo.

WHAT RADIO LISTENER HEARS

A portion of the script indicates the nature of the presentation:

"Now we have completed step one and with the closing of the porthole door, the Bendix is loaded. Now to step two, and Ladies, this is a toughie; it's really hard! Seriously, this operation is easier than ringing a doorbell. We now set the dial for the desired amount of time we want these particular clothes to wash—anywhere from 2 to 14 minutes. For this demonstration suppose we set the dial for only five minutes so that we'll be able to broadcast as much of the wash as possible.

"(Click of setting dial.)

"There, you possibly heard the click as we set the dial for five minutes of washing. Now the Bendix will automatically fill itself to the proper level with water and then we'll be ready for the third and last step of the three simple, easy steps to wash the Bendix way. This will be the addition of soap. While we're waiting for the Bendix to fill, let's listen to the water as it automatically enters the Bendix.

"(Sound of water running—approximately three seconds.)

"You know, Ladies, one vitally important feature of the Bendix is the fact that it saves you so much water. Actually, to establish the proper water level for this scientific method of washing, it takes only a little more than seven gallons of water. . . ."

Complete, copyrighted plans for "Wash on the Air" have been made

Some, like Dealer Marshall Vancil (far right) utilize old methods with a new twist. Others capitalize on the tie-in possibilities of allied establishments.

available to the company's distributors. They outline in detail steps which will assure the success of the show and point the way to follow-up sales.

Dealers, with the aid of distributor personnel, are counseled to publicize the show by means of advertising, publicity, radio spot announcements, direct mail, window displays, and other media. In many instances, distributors' home service directors have assisted Mr. Knott by presenting the Bendix automatic ironer.

Promotional stunts play an important part in making "Wash on the Air" programs dramatic and newsworthy. For example, one or two women from the audience are interviewed at the microphone as the program opens. This makes a hit and often leads to some excellent endorsements.

In Lawton, Okla., Dealer Chester Whismund prevailed on Mayor George Hutchins to remove his shirt and have it washed, dried, and ironed. The local newspaper used a photograph of "Hizzoner" in his partial disrobement.

In one Texas community, a Bendix washer dealer cashed in on the show another dealer was staging in a nearby town; he invited prospects to his store to hear "Wash on the Air."

Laundromat Dealers To Tie-In Promotion with Half-Hour Laundries

MANSFIELD, Ohio—A plan to coordinate the promotion of Laundromat Half-Hour Laundries with local Westinghouse dealers has been announced by I. F. Brownson, manager of the laundry equipment department of the Westinghouse Electric Appliance Division.

The coordination will take place on the dealer-laundry operator level, Brownson said, to develop a close business relationship between these two Westinghouse franchised stores.

Coordination of their efforts will give the dealer the advantage of daily mass demonstrations of a product he sells and aid the operator, through the additional advertising, promotion, and prestige the established dealer can give.

"We will urge the local dealer to join in promoting the opening day of the laundry and keep laundry advertising prominent in his store," Brownson said. "The laundry operator, in turn, will display advertising to identify the local dealer as a sales center for the Laundromat and other Westinghouse products."

In setting up the plan, Brownson said, it was found in some communities that laundry operators already had started sending prospects to the dealer and that the dealer was telling prospective buyers of many satisfied users of the laundry.

Following this plan recently in Cuyahoga Falls, Ohio, the dealer agreed to a tie-in advertisement with the laundry's opening announcement, and to use his influence to get tie-in advertisements from other stores.

The dealer put laundry handbills into envelopes with phonograph records to supplement the handbills given out by the laundry. The dealer put an electric clock in the laundry, advertising Westinghouse radios, and identifying himself as a full-line dealer. During opening week, both parties agreed to a display of appliances in the laundry and to the award of a radio, supplied by the dealer, as a prize to some lucky customer.

Full-line advertising of Westinghouse appliances will be in the laundry. A picture of the laundry is displayed in the dealer's store. Both stores promote each other's enterprise by literature.

1ST IN LINE AT THIRST TIME!

OASIS—made by the world's largest maker of electric drinking water coolers—is first in line when it comes to delivering complete thirst relief at low cost. Write for details.

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One of a series of messages to help you increase your understanding of business paper advertising, and its effect on your business.

How much longer can your company afford to "refuse business tactfully"?

LET'S FACE IT—the honeymoon is about over. It was fun while it lasted, but it won't pay the rent. Not now.

After an absence of seven years, the spectre of a buyers' market is once more rearing its head, and its expression plainly reads—"I'm going to be hard to get."

This doesn't scare anybody who hasn't forgotten how to sell. But there are quite a few of us in American business who could use a quick refresher course. (We've had a long "vacation.")

When it comes to production, our output is up almost 100 per cent. We've acquired a lot of new techniques on the assembly line, because it was obvious that if there were to be any profits left—after increased labor costs, high-priced materials, and taxes—we'd have to trim every last ounce of fat off the manufacturing cost per unit.

But now the time has come when we must apply the same philosophy to the manufacture of a sale. That means—more mechanization!

Confronted with a buyers' market, how much will it cost your company to produce one unit of sale? A prohibitive sum, if you're going to depend entirely on personal contact. You'd have to hire a tremendous force of salesmen to cover the field. Even then, much of their valuable time would be spent on "missionary work"—which is really a job for mechanized selling.

Mechanized selling is simply another name for consistent and aggressive advertising. Like the machine on the production line, it is a multiplier of men's efforts, for it enables them to produce (and earn) far more than they could alone.

And when it goes to work in the business press, it becomes the most efficient machine at your disposal for manufacturing sales at a profit!

Just how efficiently does business paper advertising work? If you'd like to see some examples, we'll be glad to send you a recent ABP folder on actual results. Also, if you'd like reprints of this advertisement (or the entire series) to show to others in your organization, you may have them for the asking.



AIR CONDITIONING & REFRIGERATION NEWS

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Refrigeration Problems

And Their Solution

By P. B. Reed
For Service and Installation Engineers



Manager, Refrigeration
and Air Conditioning
Division, Perfex Corp.

The Oil Cycle (10)

It must be recognized that the "oil" going back to the crankcase from the oil separator is not entirely oil; it is an oil-refrigerant mixture. The percentage of refrigerant in the mixture follows our pressure-temperature-percentage chart in Fig. 7.

PUTTING REFRIGERANT INTO CRANKCASE

If during normal operation, the suction pressure is 13 p.s.i.g. and by the time the suction gas gets back to the suction oil separator it is superheated to, for example 60°, the "oil" that passes out of the separator and back to the crankcase is really 90% oil and 10% methyl chloride. Thus the "efficiency" of the separator, that is, how free the oil is of refrigerant, depends upon:

- (1) the suction pressure
- (2) the temperature of the suction gas.

The higher the suction pressure and the colder the return gas (and consequently the oil-refrigerant mixture in the bottom of the separator) the higher will be the percentage of methyl in the oil.

For example, if the evaporator is being operated at an average temperature of 40°, the average suction pressure would be 28½ p.s.i.g. If the suction line is rather short the suction gas would likely be warmed or superheated little if any more than 20° by the time it got to the suction oil separator.

THE MORE SUPERHEATING, THE LESS OIL

If we assume that the oil-refrigerant mixture in the bottom of the separator is the same temperature as the suction gas, 60°, then the mixture would consist of 18% methyl chloride and 82% oil, or approximately twice as much methyl in the "oil" as if the suction pressure is 13 p.s.i.g. but also superheated to 60°, the same as the 28½ p.s.i.g. gas.

We will recall that in cases where the oil-refrigerant mixture is mostly refrigerant, such as in the liquid line, we are particularly concerned with the effect of the presence of the oil in the refrigerant, especially in the evaporator, for there we normally think of the mixture as refrigerant rather than as a mixture. In fact we are inclined to think of it as pure refrigerant with no oil in it at all, although this is rarely true.

We know, however, that it does contain some oil; that the amount of oil in it varies with the temperature, pressure and the velocity of the flow

through the evaporator tubes; also that the oil affects the rate of heat transfer from the evaporator to the refrigerant, and it likewise affects the boiling temperature of the refrigerant and consequently, the operating temperature of the evaporator.

There are some types of evaporators that are not designed to adequately remove the oil if the refrigerant is the oil-miscible type. Perhaps these have sumps, manifolds, headers or other devices that do not lend themselves to continuous flow of the oil back into the suction line.

Then there are cabinets or other fixture for which, because of size or other limitations it is difficult to provide enough evaporator surface. This is especially true in low, and ultra-low temperature applications.

OIL IMPAIRS EVAPORATOR EFFICIENCY

In these evaporators, every little bit helps. No inefficiency that can be avoided can well be overlooked, and it is necessary to keep the evaporator as free from oil as possible.

Usually this can be done by properly sizing the tubes, etc., so as to maintain sufficient velocity of the refrigerant to keep the oil moving through and out of the evaporator.

In some cases this is not enough, and it is advisable to remove as much of the oil as possible from the refrigerant before it reaches the evaporator.

After an oil-miscible refrigerant once gets into liquid form, as in the lower part of the condenser, in the receiver and in the liquid line, the only way we can get the oil out of it is to evaporate the refrigerant and thus leave the oil. This would mean that we would have to re-condense the vapor.

OIL SEPARATION FROM HOT GAS

The logical place, therefore, to separate the oil from the refrigerant, is while it is in vapor form in the condenser.

The pressure is practically the same throughout the condenser but the temperature of the gas just as it comes from the compressor is very high; while later in the condenser, just before it condenses to a liquid, the temperature of the gas is much lower, for it has lost its heat of compression.

In our example, we had a temperature of the hot gas leaving the compressor, of 220° and of the saturated vapor just about to condense at 90°. At 220° the oil is much easier to separate from the methyl than when it cools.

(To Be Continued)

Aluminum Co. Cuts Off Sheet Orders Until Jan.

PITTSBURGH—No more orders for aluminum sheets will be accepted by Aluminum Co. of America until next month in order to protect regular customers and curb speculative buying, it was announced.

Alcoa explained that its current backlog of orders for sheets extends through the first quarter of 1948. Shortage of steel was given as the primary reason for the excessive demand.

Hudson-Mohawk R.S.E.S. Chapter Reactivated

ALBANY, N. Y.—Douglas Marshall, Albany, was named chairman of the educational committee of the reactivated Hudson-Mohawk Chapter of the Refrigeration Service Engineers' Society at the State Veterans Vocational School in Troy recently.

Officers are: President, William Schreiber, Troy; vice president, Oliver Rolf, Schenectady; secretary, Coss Fogg, Schenectady, and treasurer, Donald Heath, Troy.

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The Midget Purger provides positive and complete purging of the refrigerating system with minimum loss of refrigerant.

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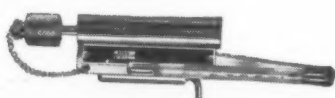
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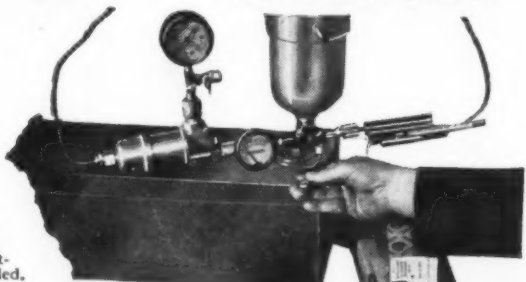
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Some Ways To Improve the Construction, Design and Operation of Locker Plants

By Louise Gronnert, Home Service Director,
Pacific Power & Light Co., Portland, Ore.*

An important part of a utility home economist's job deals with problems of food preservation. For many years, canning problems were paramount. During the war, canning, brining, dehydrating, and freezing processes were taught.

As lockers became available freezing became the preferable method of preservation for most foods. Victory garden produce and meat rationing demanded a safe, easy and economical food preservation method which proved so desirable that it changed our whole method of approach to the food problem.

Now, we begin our school classes by saying, "There are two kinds of food preservation methods, canning and freezing. Some foods such as pears and tomatoes are better canned. Most others are superior when frozen properly. The frozen food industry is new. It has no lengthy traditions to confuse you. You have nothing to unlearn. If you develop correct methods in the beginning, you will have a substantial contribution to what is even now a 6 billion dollar industry."

But those of you here at this meeting are interested in what the housewife thinks of frozen foods in general and in the future of the central food locker, in particular.

She Heard Gripes

During the last two months, I have, through my own "Gronnert Poll" while talking to great numbers of women and other Home Economists unearthed every line of praise and every festering complaint it is possible to express. Prior to that I spent some time at each of the major refrigeration experimental laboratories.

The consensus is this:

The central locker plant is the life blood of the frozen food industry. It is an absolute necessity and will remain so through buyers' markets, recessions, depressions or economic upheavals of any type, provided

*Presented before the 1947 Pacific Frozen Food Locker Convention.

ing the management keeps abreast of the times, keeps his plant as clean as a modern kitchen and practices good merchandising.

Of course there will be frozen food cabinets sold in the next five years. But it is interesting to know that the manufacturers themselves know in their own minds that a home freezer supplements and makes more convenient, the central locker operation.

From an appliance sales standpoint, there are many other items the housewife wants such as an automatic washer, a clothes drier, a new type ironer or a replacement of her old electric range or her 10 or 12-year old refrigerator for one which stores, perhaps 40 pounds of frozen foods as an added feature. As I have discovered, home freezers are way at the bottom of her list.

Helping Home Freezer Owner

But supposing she does buy a home freezer. What happens then? It will be strictly up to the locker operator to see that, through the many services he has to offer, she can be assured of getting the most value out of that piece of equipment.

If he doesn't sell the housewife on his services, his sharp freeze, his maintained zero temperature, his packaging material and latest methods, his supply of packaged food, his meat cutting, and curing, some progressive grocery store or butcher shop will provide whatever she needs.

She has to look to some other source for the services. And the logical place is to her locker operator who has supplied her needs all through the war and for whom she feels a special loyalty if he has sincerely had her interests at heart. There is one of the many places that good customer relations pay off.

The locker business is similar to a small-town business where it is possible to know personally every person who rents a locker. It has to be that way because of the very limit of the capacity. It isn't like a large city enterprise where people are

strangers. That's a point on which to capitalize.

There are always improvements which can be made by someone standing on the side lines and as a housewife and a locker renter for several years I'm going to suggest a few.

'Insure' Temperatures

1. I feel that it is an absolute necessity that sharp freeze services be available and compulsory. I can't stress too much the importance of low temperature dependability.

2. I want every kind of packaging material I have ever heard discussed available for one to select from. I want the newest and the best whether it's the new unbreakable freezer glass jars, the very best grade of moisture, vapor-proof cellophane or the beautiful and efficient aluminum foil wrapping. I want to compare costs only where results are comparable.

War restrictions are off now and hard-to-get materials can be had at least in limited quantities.

3. There are times when I would like my locker available on Sunday evening for two hours or so. Especially in the berry season. I'm a working woman and Sunday is just another working day at home, to me. I don't suggest the locker be available all day Sunday or that it be open all year-round but only during the berry and pea season. Perhaps, if it was available two hours later in the evening during this time that might be sufficient.

4. I want cleanliness in my locker plant; some fresh paint or enamel and especially a clean floor. I want the meat cutting department to be as clean as a kitchen.

5. I think that coats and gloves hanging outside the entrance door should be worn by locker patrons providing the coats and gloves make frequent trips to the cleaners. A cold locker is more appealing than a dirty coat which has been worn for months and months.

Aisles In Color

6. I would like the aisles marked with color. From personal experience I take the wrong aisle many times although I do remember by locker number. I would like to see a blue arrow or a green arrow or some such marking to let me know at a glance that I'm "down my own alley," so to speak. Numbers would not be so good. They take time, even in hotel hallways to stop and decide whether my number comes between 450 and 936 for instance. With a color marking I know the blue aisle or the yellow aisle is mine.

7. I want a sales story on all the services available in my locker and I want to feel that my operator has the newest and the best methods. My husband rented our locker and he got the sales story right in the beginning—but he isn't the one who makes trips back and forth. I'm the one who needs the information, not only when I become a new locker user but I need to be advised as new services are offered.

Hang a Meat Chart

8. I want a convenient meat chart in my locker plant. If there is any home making task that a woman knows less about it is meat cuts. Her ignorance is colossal. Her husband's isn't any better. It's a natural advantage that a butcher takes of this ignorance. The women ask for it. The only effort I know to warn the public that a beef is not all steaks and chops and roasts as they think, has been made by the live stock and meat board who send their Home Economists over the country conducting meat cookery schools.

I believe that the so-called "Baby Beef" butchering should be discontinued. Someday, when women get smarter, they will realize that "Baby Beef" is not a quality product at its best. It is a war product and should in my estimation, along with the O.P.A., Communist Organizations and Blue Lake variety of beans, be outlawed.

9. I want a chart to remind me of the products which go into my locker all year through. Prof. Wiegand, head of Food Industries, Oregon State College, has made a good one which he publishes on the

This discussion by Miss Gronnert on what can be done to improve locker plant design and operation should be of interest to all who may be active in the construction of new refrigerated locker storage plants, or in the rehabilitation of existing plants.

cover page of his Freezing Bulletin. It goes like this:

WINTER: meat, poultry, winter vegetables, and apples

SPRING: asparagus, peas, spinach, and other greens, fish, berries, poultry, eggs, and rhubarb

SUMMER: beans, peas, corn, apricots, berries, cantalope, cherries, fish, meat, and poultry.

FALL: beans, broccoli, Brussels sprouts, cauliflower, peppers, grape juice, peaches, plums, prunes, fish, game, meat, and poultry.

Recommend Best Varieties

10. I would like to see in my locker plant the best varieties of produce recommended for freezing. I refer to beans and peas, and peaches particularly. I want to raise beans in my garden, not because they are prolific and as one packer said "fits the machines," but I want flavor. I am raising black stringless valentine beans this year in my own garden because I know it is the most highly recommended for freezing. I think other locker patrons would like this kind of information.

11. I want to exercise my pride of accomplishment. While we used to show our large display of canned goods row upon row on the basement shelves, with a feeling of pride because of its beauty and the fact that, to us, it represents a great deal of thrift and hard work, of saving sugar and giving up relaxation time. It's difficult to experience this same feeling when foods are hidden in packages with nothing but little penguins or little eskimos or a personified North Wind blowing his blast of sub zero—somewhere on that package I want to see a picture of boysenberries or asparagus or whatever it is inside the package. I would beyond doubt buy a package of peas with a picture of green peas on the label, rather than a plain printed dull type of uninteresting package.

12. I want to know that my locker has an adequate bookkeeping system. If my locker is full and my overflow packages are put in another locker temporarily, I would like to be assured that my locker operator knows how many packages I have and in which location he placed them. I don't want to have to go into the cold and look for them and count them. I want to see it all on paper.

Provide Safe Doors

13. Last of all I want to know that I am not going to be locked in over the weekend. I want the doors to be opened easily. I want some method of communication in case of accidents—a buzzer system or telephone system or loud speaker system.

Perhaps you are saying "But all of this costs money! What do you expect for less than a \$10 rental charge?" The answer is "I don't

expect it for that amount." The time has come to sell frozen foods and frozen food services on their advantages.

The sale of electric ranges and water heaters wouldn't have reached the high saturation they have here in the West had they been sold on cost alone. These appliances have cost more, but they are clean, cool, time-releasing and safe from fire hazard and healthful to have in the home. They are worth more money.

Frozen foods are worth more money. There is no waste. They are time saving, they are clean, they are convenient, they are attractive and appetizing and best of all they are available the whole year through.

This may be the opportune time to say that as an association you should be thinking about employing your own Home Economists. You are in the same position as the National Live Stock and Meat Board, the National Dairy Council and the major appliance manufacturers. These organizations see the importance of a program set up to sell their particular services or equipment to the public. Some of the locker companies, as they grow and develop will no doubt see the necessity of hiring their own girls just as some of the larger electrical appliance dealers feel they must have a Home Economist of their own—one who is at their own place of business all the time.

The successful cooking of frozen foods is a very important item. You can have quality control, zero temperature, and expert handling and selling and if the food does not reach the dinner table in an acceptable manner, tempting and appetizing, no second purchase of that food will be made.

Use a Home Economist

If you would select Home Economists who are sales people and plan their work to cover first, newspaper home institute groups, nutrition centers, public health employees, home economics groups, public school and college home economics departments, women's clubs, churches, public utilities, boy and girl club groups such as 4-H, Campfire, and Scouts, granges and farm bureaus, college extension services and the public in general an organized group would result that would be comparable to an army of officers.

Men as a group are interested in frozen food only after it has been put on the table and they judge it on its merits then. The woman has the responsibility of buying, planning menus, maybe freezing the food herself, and cooking it. All of her work is done before it reaches the table.

You can readily see the advantage of contacting and instructing the women members of the family. The fastest and the surest way of accomplishing this is the first thing you should consider.

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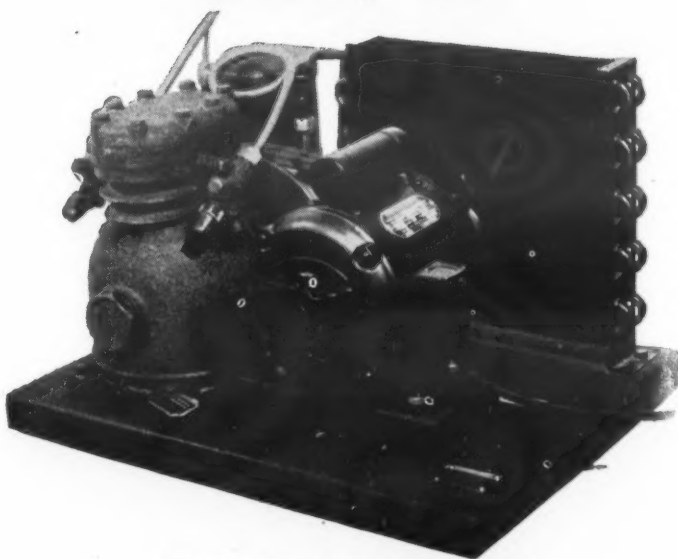
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The KEY to AIR CONDITIONING

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This is one of a series of articles prepared by a veteran air conditioning engineer which gives fundamental engineering data and practical application information on comfort air conditioning.

Refrigeration Cycle (Cont.)

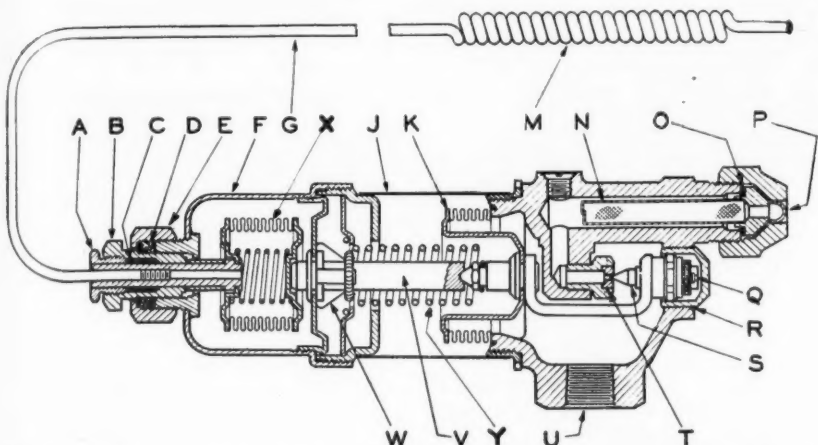


Fig. 6—The component parts of a typical thermostatic expansion valve, Detroit Lubricator's 673, are shown in the diagram above. Key to parts follows:
A. Packing Nut, B. Adjusting Nut, C. Packing, D. Packing Around Adjusting Screw, E. Packing Nut, F. Power Element, G. Capillary Tube, J. Stainless Steel Extension, K. Body Bellows, M. Feeler Bulb, N. Inlet Strainer, O. Strainer Gasket, P. Inlet Connection, Q. Needle Swivel, R. Plug hermetically sealed, S. Delubaloy Needle, T. Delubaloy Seat, U. Outlet Connection, V. Push rod, W. Anti-Chatter Device, X. Power Element Bellows, Y. Balancing Spring.

OPERATION OF THERMOSTATIC EXPANSION VALVE

In order to describe the operation of a thermostatic expansion valve, let us assume for convenience, temperatures and pressures for one selected condition and operation. It should be understood that the temperature and pressures will vary according to design of system and selection of equipment.

Assumptions:

- Superheat of expansion valve is 10° F.
- Refrigerant pressure entering valve is 120 p.s.i.
- Refrigerant pressure leaving valve is 40 p.s.i.

The thermostatic expansion valve (see Fig. 6) operates on the differential pressure, which is the difference between the inlet and outlet pressures as measured at the valve.

In this case the differential pressure is $120 - 40 = 80$ p.s.i.

When the compressor is not operating, the pressure in the evaporator will rise above 80 lbs., which keeps the expansion valve closed. This pressure is exerted by the thermal

bulb (M) attached to the suction line, through the capillary tube (G) to the power bellows (X), which in turn presses on the balancing spring (Y) and push rod (V). So far this has been the action of the power element.

The balancing spring and push rod act on the valve body assembly through the body bellows (K), which in turn acts on the needle valve (S) to keep it tight against the seat (T). This has been the action of the valve body assembly.

When the compressor starts, the pressure in the evaporator and in the suction line is reduced below 80 lbs., and as this pressure is reduced, the pressure on the power bellows is also reduced, which releases the pressure to the balancing spring and body bellows. This lifts the needle valve off the seat and supplies refrigerant to the evaporator.

The power element determines how far the needle valve opens, which is in accordance with the pressure in the evaporator. That is, the lower the pressure in the evaporator, the wider the valve will open. The amount of the opening determines the

amount of refrigerant required to keep the evaporator full up to the thermal bulb.

The compressor will operate and the expansion valve stay open as long as the superheat in the evaporator is above the 10° setting on the valve. When the superheat in the evaporator falls below the 10° setting, the expansion valve will then throttle and tend to keep the superheat at 10°. The expansion valve will open when the superheat in the evaporator goes above the 10° setting and will close when the superheat in the evaporator goes below the 10° setting.

This throttling action of the expansion valve is known as the thermostatic expansion.

EQUALIZER CONNECTION

It is necessary on certain expansion valve operations to use an equalizer connection.

Where evaporators have low pressure drops an equalizer connection is not necessary. In such cases the difference in pressure between the inlet and outlet of evaporators is so small that the temperature at the suction outlet can be held close enough to the true superheat.

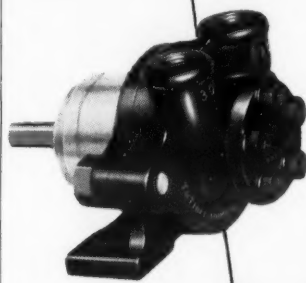
Where evaporators have a large pressure drop, this pressure drop may be so great that the expansion valve will not register the true requirements of the evaporator without an equalizer, because the superheat needed to keep the expansion valve open is so high that much of the evaporator capacity will be lost.

Therefore, it is good practice to use equalizer connections on expansion valves where the evaporator has more than 5 lbs. pressure drop.

(To Be Continued)



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What's New



Sangamo Electric Designs Small-Size Time Switch

SPRINGFIELD, Ill. — An entirely new design in an unusually small, compact time switch that is low in price is being introduced to the trade by the Sangamo Electric Co. here.

Over-all dimensions of the new switch are approximately 3 in. wide, 5 1/2 in. high, and 3 in. deep.

Designated as the Sangamo type S time switch, it is powered by a newly developed high torque, synchronous, self-starting, low speed motor that is lubricated for life. The switch is

designed for easy mounting on a standard switch box, or for surface mounting on any wall.

The new S switch is available in two colors, ivory or brown. Metal base is color matched to the plastic cover. List price is \$12.45.

Westinghouse Introduces New Water Cooler Line

EAST SPRINGFIELD, Mass. — A complete line of seven hermetically-sealed water coolers to meet every commercial, institutional, or industrial need will be introduced early next year, reports H. F. Hildreth, manager, Refrigeration Specialties Department of Westinghouse Electric Corp. here.

Many of the added features of the new line have resulted from suggestions obtained from an extensive market analysis, in which detailed questionnaires were sent to owners inviting criticisms on the former Westinghouse water coolers.

Features adopted and built into the new line include: automatic pressure regulator for maintaining constant stream height regardless of variations in local water pressure; new type orifice on bubbler to prevent squirting and malicious water damage; foot pedal operation for convenience and sanitation, remov-



Westinghouse water cooler

able front panel for easier access to all mechanical parts.

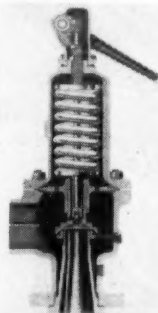
All the coolers have blue-gray enamel finish. Except for one China top model, all units have one-piece, splashproof tops of stainless steel, and have provision for adding chrome plated glass filler. A 14 by 14 in. base is standard with all models in the line.

With one three-gallon bottle type unit, the line of pressure coolers varies from the 3 1/2 gallon size for locations with light traffic, to the 22 1/2 gallon capacity for extra heavy duty such as open hearths, steel mills, foundries, car shops, etc.

Every cooler is backed by the Westinghouse five-year protection plan.

Farris Valve Can Handle Pressure of 2,000 lbs.

PALISADES PARK, N. J. — Farris Engineering Corp., 502 Commercial Ave., Palisades Park, manufacturer of safety and relief valves, has announced a new type of safety-relief valve especially designed for handling inlet pressures up to 2,000 lbs., and temperatures up to 900° F. and for handling corrosive liquids, vapors, or gas.



The new valve, designated as type No. 2680, is made of cast steel with stainless steel trim. A high disc lift permits full capacity discharge. Nozzle body is of long neck construction to permit proper nozzle flow without restriction. Body is fully ribbed to absorb piping stresses. Stainless steel baffle plate restricts flow of vapors into spring chamber.

An alignment spool, hardened steel threaded into the disc, holds both disc and stem in perfect alignment with each other and the guide cylinder, preventing leakage and seeping. 2 1/2 to 1 guide ratio of the disc guide assures full lift and positive reseating.

The capacity of this valve, the manufacturer states, has been certified by actual test at the National Board of Boiler and Pressure Vessel Inspectors Laboratories, a warranty that this valve has the specified relieving capacity.

The combination of nozzle and inverted cone or secondary nozzle makes maximum use of the kinetic energy of the discharge to effect the high lift and full capacity, without need of adjustments.

New valve is available in sizes from 1 1/2 x 2 in. to 6 x 8 in. Parts of valve are completely interchangeable.

Food Mixer's Speed Stays Same Under Varying Loads

MANSFIELD, Ohio — Distribution of a new portable food mixer is now being made on a limited basis by the Westinghouse Electric Appliance Division according to Ralph Z. Sorenson, manager of the small appliance department.

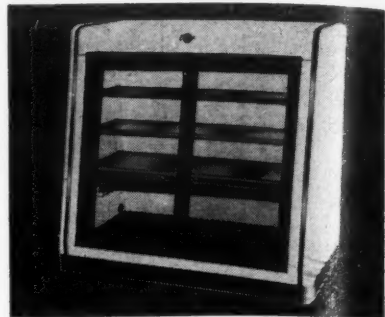
Present distribution is limited to the New England States, but will be broadened to other areas as production improves.

The new mixer is equipped with a 1/2-hp. maximum load capacity motor with an ingenious speed governor that maintains constant motor speed even under varying loads. Scientifically placed chromium plated beaters produce up to one-fifth greater volume from such foods as whipping cream, eggs and cake batter, Sorenson said.

The off-center position of the beaters within the bowls gives efficient, spatter-free mixing action. This feature allows ample space to add ingredients without danger of spilling or of catching cup or utensil in the moving beaters.

With few exceptions, the mixer needs only one dial setting to complete an entire task, thus leaving both hands free to handle ingredients. The mixer has an infinite number of speeds up to 900 rounds per minute, although 20 specific speed settings are marked on the dial.

The entire surface of the motor and beater housing of the new food mixer is streamlined for easy cleaning. Lubrication is sealed in.



Evans '48 Line of Cases Come In 4, 5, 6-ft. Lengths

MT. VERNON, N. Y. — 1948 models of the Evans self service display case have been introduced by the Evans Mfg. Corp. here.

The new case is being manufactured in 4, 5, and 6-ft. lengths. It will have hard rubber sliding door fronts with double glass inserts.

Two heavy duty cooling coils are fitted one in the top of the case and one in the bottom. Special drip pans aid circulation, while an automatic drain in the bottom rear of the case carries off water and helps keep the case dry.

The cabinet is made of heavy gauge steel finished with a durable baked enamel finish. Three inches of compressed and sealed insulation is fitted into the top, bottom, and sides.

The interior of the case is equipped with three heavy duty non-corrosive aluminum shelves, a fluorescent light below the bottom shelf, and a heavy duty hardwood floor grate.

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And A
Merry Christmas
And Prosperous New Year
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Remember our booth numbers: 310-312.

JANUARY 26-29, 1948

Shortage of Pig Iron May Throw 50,000 Out of Work by Jan. 1

WASHINGTON, D. C. — Unless gray iron foundries get more pig iron in a hurry, 50,000 workers may be thrown out of work by the first of the year and the foundries forced to operate uneconomically if at all, testimony given before the Senate small business subcommittee indicated recently.

George P. Delaney, international representative of the International Molders and Foundry Workers union of North America (AFL), declared that "We are not only concerned for the fate of workers employed in these foundries but for the preservation of a free competitive economy."

"We are concerned that these small, independent operators shall not be crowded out of business by being shut off from their normal sources of supply of foundry pig iron from large pig iron producers."

The gray iron foundries, he said, employed 150,000 workers but in units of from 10 to 50 workers each. They use both gray and malleable iron to produce stoves, heaters, furnaces, agricultural machinery, etc.

G. L. Marberger, general sales manager for the Eastern Foundry Co. of Boyertown, Pa., told the subcommittee that his firm is down to "bedrock" and that unless it got more pig iron it would not be able to operate economically, if at all.

He explained that Eastern Foundry received in November only 29% of the pig iron it got in January. Comparing prices of pig iron today with those of 1945, he said that in 1945 pig iron sold for \$27 a ton; today it sells for \$44 per ton.

Scrap iron cost the company \$22 per ton in 1945 while today Eastern Foundry pays \$55 when it can get it. Marberger opined that more scrap could be obtained from abroad. He considered government allocation to be only a "last resort" measure.

U. of Minnesota Offers New Frozen Foods Course

MINNEAPOLIS—A comprehensive study of the principles of freezing and storing foods will be undertaken in a special course being offered for the spring term through the University of Minnesota Extension Service.

Demonstrations in the use of equipment and methods of preparing and freezing all types of foods are planned for the course, which is scheduled to begin the week of Feb. 9.

Class meetings will be held Tuesday evenings at 6:20 p.m. on the university campus. Registration, open from Jan. 26 through Feb. 7, may be made at General Extension division offices in Minneapolis, St. Paul, or on campus.

Court Rules In Favor of Sunbeam In Patent Case

CHICAGO—Ruling that General Mills, Inc., has infringed upon four claims of a flat iron patent owned by Sunbeam Corp., U. S. District Judge Philip L. Sullivan dismissed the former's complaint against the latter and ordered issuance of a permanent injunction enjoining General Mills from further infringement.

Sunbeam had asked in its counterclaim that the injunction be issued to prevent infringement for the remainder of the term of Patent No. 2,666,708. This patent, granted Dec. 16, 1941, for "Sadiron," is owned by Sunbeam and was properly issued, according to the judgment.

Judge Sullivan's decree said General Mills has infringed upon claims, one, two, nine, and 10 of the patent. Since General Mills has accounted to Sunbeam for past infringement, no accounting was ordered. Each party was to pay its own costs.

The decree has no probative value and is not to be offered by either party in any court in which the parties are not the ones in controversy, the judgment said.

Electrolux Sets 75-Day Firm Price on Cleaners Ordered Now

NEW YORK CITY—A firm price policy for 75 days on vacuum cleaners ordered now has been established by Electrolux Corp., an official announced.

High unit volume has enabled the company to maintain its prewar price of \$69.75, the official said. But, he added, higher production costs prevent extension of the price guarantee beyond 75 days.

N. Y. Oil Burner Repair, Installation Men Sign Into Teamsters Union

WHITE PLAINS, N. Y.—Oil burner installation and repair men and their helpers in Westchester county will have the International Brotherhood of Teamsters as their bargaining agent until Dec. 31, according to an agreement signed recently by Local 146 of the union and the Westchester Allied Trades Association.

The union had threatened to call a strike of all fuel truck drivers, including both coal and oil, unless the agreement was signed. The present contract between the union and the employers, which is effective until the end of the year, did not cover oil burner installation men, repair men, or their helpers.

The Hudson Fuel Co. brought the matter before Supreme Court Justice Frederic G. Schmidt by asking him to enjoin the union and several oil burner men from picketing the company's yards.

The agreement was reached after four days of conferences between the union, the trade association, Justice Schmidt, and Federal Conciliation Commissioner John L. Fenton.

Other provisions of the agreement, according to Fenton, will give the installers and servicemen \$1.75 per hour and their helpers \$1.50 per hour. They will work six 8-hour days with a minimum of 40 hours per week.

They will further receive 11 paid holidays per year, and vacations of one week after 120 days and two weeks after 175 days.

Season's Greetings

We are grateful to all you swell customers for the wonderful support given us throughout the year.

Such loyal support merits the finest service it is humanly possible to give and we shall continue in our efforts to make Chase Refrigeration Supply Co. worthy of your patronage.

So, with much pleasure, we offer sincere good wishes for your happiness at Christmas time and hope the New Year brings you all the good things in life.

CHASE refrigeration supply co. NOT INC.
546 WEST 119TH ST., CHICAGO 28, ILL. — Phone PULman 5125

HASCO

... now makes suction and discharge valve reeds for leading makes of Hermetic units. Look to Hasco for the best in both conventional and hermetic type compressor parts.



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GREENSBORO, N. C.

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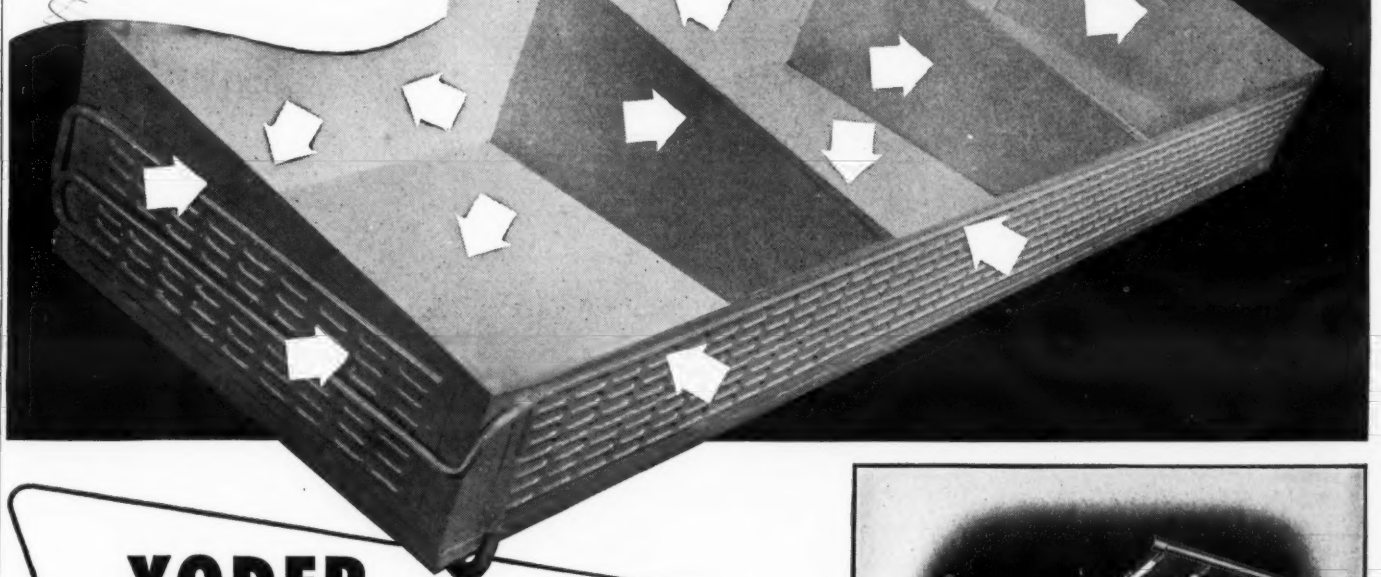
See your jobber or write

McIntire Connector Co.
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"The South's Largest
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Sides, ends, bottom and partitions are all prime heat pickup surfaces. Yoder built-to-order liner for manufacturer of frozen food dispensing cabinets.



YODER FREEZER LINERS

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in space-saving, efficient
heat pickup

Yoder Liners are made to fit any shape and size of cabinet, box, or case—domestic or commercial—serving as a liner, shelf, tray or partition for storage, display and dispensing purposes. It occupies the minimum of space—leaving maximum space available for storage. It is strong, rigid, trouble-free, easily installed. Above all, the revolutionary Yoder channel design—a close network of tiny flat channels insures the highest known heat pickup efficiency, as proved by its K factor of 2.5 for temperatures below 20°F. This means more and quicker refrigeration per square foot of surface, or that a smaller plate surface will meet your requirements at lower cost.

For interested manufacturers with quantity requirements we design and build liners to meet individual requirements at a cost which usually represents a substantial saving in unit cost.

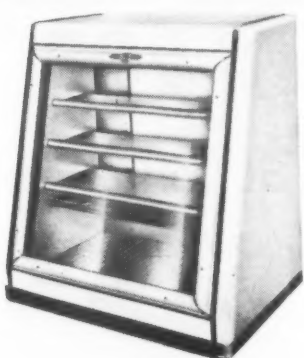
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This PERFECTED DISPLAY CASE has expansion valve installed, coils hooked up, with drain included.

We Also Manufacture a Complete Line
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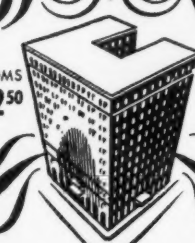


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...ITS STABLE VIVID COLOR REVEALS LEAKS INSTANTLY.

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FASHIONED FOR FUNCTIONING

Even the handsome, engineered good looks of Larkin refrigeration products contribute to their fine performance. The originator of the Cross Fin Coil also offers you matchless quality in Air Conditioning Units—Evaporative Condensers—Instantaneous Water Coolers—Humi-Temp Forced Convection Units—Bare Tube and Zinc Fused Steel Plate Coils—and complete equipment for commercial and industrial refrigeration.



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Your refrigeration parts and supply house in Central New York and Northern Pennsylvania

CENTRAL SERVICE SUPPLY

647 S. Warren Street, Syracuse, N. Y. Phone 5-4000 & 3-0313

209-211 Jefferson Ave., Scranton, Pa. Phone 3-4000

General Refrigerator Names John Denihan District Sales Chief

NEW YORK CITY—General Refrigerators Corp. has appointed John F. Denihan as district sales manager, wholesale division, reports E. P. Newins, vice president in charge of national sales.



J. F. Denihan

Denihan will be in charge of the development of the "5-Star Dealer" organization in New York. General's two modern plants are now turning out a line of commercial refrigerator equipment ranging from 16-cu. ft. reach-ins to all-metal knock down walk-in freezers.

Denihan was previously with the Grand Rapids Store Equipment Co.

Meuer Handles Ansul Sales Activities In 9-State Territory

KANSAS CITY, Mo.—From his headquarters here Robert R. Meuer is looking after the sales interests of Ansul Chemical Co. in a nine-state area consisting of Missouri, Kansas, Nebraska, Iowa, Colorado, Wyoming, North Dakota, South Dakota, and Montana.



R. R. Meuer

A graduate of the University of Wisconsin, Meuer served in the air forces in the war.

CLASSIFIED ADVERTISING

RATES for "Positions Wanted" \$2.50 per insertion. Limit 50 words.

RATES for all other classifications \$5.00 per insertion. Limit 50 words.

ADVERTISEMENTS set in usual classified style. Box addresses count as five words, other addresses by actual word count.

POSITIONS WANTED

MANAGER SERVICE, installation, maintenance engineer. All types, sizes, domestic, commercial, industrial, refrigeration, air conditioning, heating, ventilating, "Freon," carrene, ammonia, CO₂, etc. Any industrial application: Dairy, cold storage, ice, food processing, etc. 20 years local and foreign experience. Technical education. Go most anywhere—United States or foreign. BOX 2606 Air Conditioning & Refrigeration News.

SERVICE INSTALLATION mechanic who has had both theory and practical experience in refrigeration and air conditioning along with sales engineering and estimating installations desires position preferably on West coast or Southwest. Approximately 5 years experience. Married and 35 years of age. BOX 2611 Air Conditioning & Refrigeration News.

TRAINED AND experienced refrigeration service engineer with sales experience would like traveling sales and service position in the refrigeration industry in Michigan, Indiana or Ohio. BOX 2612 Air Conditioning & Refrigeration News.

REFRIGERATION SERVICE engineer, 40 years old, married, 11 years experience in low pressure work. Thorough knowledge of installations, sales, estimating and servicing. Available after January 15th. Middle West or Southwestern territories preferred. BOX 2613 Air Conditioning & Refrigeration News.

POSITIONS AVAILABLE

COMMERCIAL AND industrial refrigeration and air conditioning installation and servicemen with at least 3 years experience. 40 hour week, company trucks furnished. \$1.80 to \$2.00 scale. DRESCO REFRIGERATION COMPANY, 4404 Woodward, Detroit 1, Michigan.

SALESMAN WANTED to sell Chrysler-Airtemp air conditioning, refrigeration and heating equipment; commercial and domestic refrigerators, display cases, tavern equipment, etc. Address: KRUSE REFRIGERATION SALES AND SERVICE, 645 McHenry Avenue, Woodstock, Illinois.

REFRIGERATION SALES engineer—experience necessary. Excellent position with an old established wholesale distributor handling well advertised, nationally known brands on an exclusive resale basis. We have an excellent opening for a good commercial refrigeration sales engineer. McCUNE & COMPANY, INC., 3721 Mahoning Avenue, Youngstown 9, Ohio.

EXPERIENCED COMMERCIAL refrigeration and air-conditioning salesman. Salary, commission and bonus—Frigidaire and Tyler products. MILLER ENGINEERING CO., 118-120 No. Winnebago St., Rockford, Illinois.

RETAIL SALESMAN to join one of California's leading commercial refrigeration firms. You would sell Tyler equipment, America's most complete line of commercial refrigeration. Thorough experience and successful selling record required. Excellent income. Please write stating full qualifications. Address F. WILLIAMS, 1940 South Main Street, Los Angeles 7, California.

PAR REFRIGERATION EQUIPMENT

Tops in PERFORMANCE ECONOMY and EFFICIENCY



Lynch Manufacturing Corporation

Control Offices, Toledo 1, Toledo, Ohio

Holiday Greetings



CLEVELAND REFRIGERATOR CO.

2901 East 65th St., Cleveland, Ohio

Superior VALVES, FITTINGS and ACCESSORIES For All Refrigeration and Air Conditioning Systems

Superior Valve and Fittings Co.

PITTSBURGH 26, PENNA.

OPPORTUNITY: POSITION. National Service Manager. Young man with mechanical background, preferably with refrigerator service experience, desired by old reliable manufacturer who merchandises nationally. Opportunities excellent. Forward details to P. O. BOX 112, Traverse City, Michigan.

DESIGNER FOR commercial refrigerators to design display cases, reach-ins, beverage coolers and freezers. Must have at least 5 years experience. Good opportunity with very progressive refrigerator manufacturer in Philadelphia area. State qualifications, previous employment and salary desired. BOX 2591 Air Conditioning & Refrigeration News.

MANUFACTURER'S AGENT. Due to increased production we now have several territories open for experienced, aggressive men to handle quality line of modern home freezers to dealers. Prefer men now covering refrigeration, appliance or farm implement dealers. Write experience, territory covered and other lines handled. Confidential. BOX 2597 Air Conditioning & Refrigeration News.

SALES MANAGER wanted: Leading locker manufacturer seeking experienced, aggressive man to head national sales organization. Position offers big opportunity for the right person who knows the locker industry, and interested in earning a substantial salary plus bonus. Write fully, stating age, experience and necessary qualifications. BOX 2599 Air Conditioning & Refrigeration News.

WANTED: SALESMAN to represent well-known locker manufacturer in conjunction with his present line—one who is now calling on dealers and contractors in the locker industry. Unusual opportunity for big commission earnings. State product and territory now being covered. BOX 2600 Air Conditioning & Refrigeration News.

MANUFACTURER OF commercial refrigerator hardware desires traveling salesmen to sell refrigerator hardware to builder and store fixture trade, commission basis. BOX 2614 Air Conditioning & Refrigeration News.

EQUIPMENT FOR SALE

BUSH CONDENSERS—new in cartons. 1400—No. 10-2-6-13—\$2.90 each; 439—No. 10-2-6-11—\$2.82 each; 1200—No. 14-1-6-8—\$2.38 each; any quantity, F.O.B. Los Angeles. A. H. COONS, 736 E. Washington Blvd., Los Angeles 21, California. RI 7-3581.

EXCELSIOR BEER pumps—made since 1933 are again available in 2 sizes: 1/4 HP. and 1/2 HP. Attractive prices for dealers. EXCELSIOR MACHINE CO., 2601 Kutztown Road, Reading, Pa.

FOR SALE: Two 15-ton Bush FW60 6h blower coils. Top discharge. New, 50% discount. Also 1/2 car used sheet 2" cork and 2" fiberglass for sale. FRESH FREEZE, INC., 51 N. Gore, Webster Groves 19, Mo.

QUALITY BOBTAIL fountains; reach-ins, walk-in boxes—wood, metal; dough retarders; double duty cases—stainless steel, porcelain; dairy, florist, bakery cases; ice cream hardening cabinets; thermopane frozen food cases; milk, sandwich coolers; stainless steel back bars; with machines. Equipment made to special order. FRIGITEMP CORP., 931 Bergen St., Brooklyn 16, MA 2-9093.

SACRIFICE 2 UNUSED Brunswick under counter 1/2 keg direct draw coolers with blower, \$276 each; two 4 keg with Temprite dispenser \$326 each; one 6 ft. refriger. back bar section \$210; Liquid Carbonic 5 tap refriger. unit \$353. GAVIGAN & COMPANY, 118 E. 27th Street, New York City.

CONDENSING UNITS and coils for sale. 2-Serve WXT300, \$435 each, 1-Schnacke SF154, \$700, 4-Thermobanks TV275, \$430 each, 4 American Recording Thermometers, \$77 each, 2-10 HP allis 3 ph. 1725 motors, \$130 each, brand new. Write or wire C. A. GEIST, 3515 Paseo, Kansas City 3, Mo.

FOR SALE at reduced prices, 2-tap all stainless steel direct draw boxes complete with blowercoil \$275 F.O.B. Chicago, Illinois. 3-tap all stainless steel direct draw boxes complete, \$340. GEORGE HILGER CO., INC., 8444 So. Racine, Chicago, Illinois.

JACK & HEINTZ fractional horsepower motors. Complete line of various sizes: 1/8, 1/4, 1/2, 3/4, 1-110/220 AC 60 cycles; 115/230 AC 50 cycles. Available for immediate delivery. Maximum discounts. Export Dept., S. J. O'BRIEN SALES CORP., 560 West 34th Street, New York 1, N. Y. Telephone WI 7-2100.

SACRIFICING BRAND-new Copeland and other top brands. Condensing units in original crates. 1/8, 1/4, 1/2, 3/4 HP, air-cooled. 1 1/2 and 3 HP, water-cooled. All priced for immediate clearance. Write or wire now. ROCHELLE REFRIGERATION COMPANY, 31 East 4th Street, New York 3, N. Y.

SEALED CROSLLEY TERMINALS. Installed from the outside in a few minutes without opening the compressor. Corrects leaky terminals on all Crosley "F-12" units. Set of three \$5.25 (Part No. 1020) Installation tool 20¢. Immediate delivery Money-back guarantee. SEALED UNIT PARTS CO., 3097 Third Ave., New York 56, N. Y.

LARGE QUANTITIES of new motors and engines, all sizes and types; new and used metal working machinery all types. Quantities steel, metals, wire, pipe, etc. Mail us your specific inquiries. VARIETY EQUIPMENT CO., 324 Fourth Avenue, Pittsburgh 22, Pa.

REAL BUY! New, Universal 1/4 HP unit, compact, complete with motors, original cartons. Wholesale only, \$62.50. Rebuilt, like new: Mills 1/4 HP units complete with new motors, \$75.00. 1/2 HP, \$85.00. Add \$2.50 crating. Don't forget our compressor rebuilding. Immediate exchange on hundreds of models. BOX 2598 Air Conditioning & Refrigeration News.

BUSINESS OPPORTUNITIES

FOR SALE: Refrigeration Sales & Service in fast growing Albuquerque, New Mexico. Other interests reason for selling. Low rental lease. Doing approximately \$40,000 annually. Priced for quick sale. P. O. BOX 1104, Albuquerque, New Mexico.

WANTED: WHOLESALE refrigeration supply business, located in well populated area. Must be well established going business. Will pay cash for the right proposition. Buyer is well versed in refrigeration and air conditioning and is looking for a location where this is essential. BOX 2610 Air Conditioning & Refrigeration News.

FOR SALE—commercial refrigeration business, manufacturing, distribution, servicing complete line air conditioning, bar, tavern and restaurant equipment. A leading business of its kind in Western Pennsylvania. Excellent building. Best location. Yearly volume 1 1/2 to 2 million dollars. Excellent net earnings. Approximately \$250,000. Responsible principals only. BOX 2615 Air Conditioning & Refrigeration News.

FOR SALE: Small commercial refrigerator manufacturing business all machines, tools, dies and parts for manufacturing cases, coolers and freezers. No real estate, purchaser will have to set up elsewhere. Present owner will work with purchaser as long as necessary to become established. BOX 2616 Air Conditioning & Refrigeration News.

COMMERCIAL REFRIGERATION sales and service business. Located on chain of lakes in Northern Illinois. Business well established. Will sell service dept. separately if you wish. Plenty repair work for two men. Reason: Health will not permit owner to do service work. BOX 2617 Air Conditioning & Refrigeration News.

SALES OPPORTUNITY

WANTED: SIX QUALIFIED REPRESENTATIVES FOR LEADING LOW SIDE EQUIPMENT MFG. SALARY, COMMISSION, EXPENSES

McQuay, Inc., Minneapolis, Minnesota, world's largest manufacturer of quality low side equipment, is increasing its sales force in order to give more intensive assistance to wholesalers and their customers. Sales Representatives with application knowledge and wholesale selling experience are required in the following territories:

- A. Eastern Pennsylvania
- B. Louisiana, Mississippi, Alabama
- C. Missouri and Iowa
- D. Western Pennsylvania, West Virginia, Western New York
- E. Michigan
- F. Pacific coast

Write, giving full details of past experience. Please include recent photograph with letter of application.

MCQUAY, INC. 1607 BROADWAY ST. N.E. MINNEAPOLIS 13, MINNESOTA

Photo Highlights from the Annual A.S.R.E. Convention at Atlantic City



High times were the order of the day at the convention social gatherings. In a gay mood here are Miss Betty Broome, Fred Gutterman, H. L. Quinn of Drayer-Hanson, Bill Fogel, president of Fogel Refrigerator Co., and Mrs. Fogel.



A toast to a successful 1948 by Jack Forbes, president, Superior Valve & Fittings Co.; Mrs. Forbes; Mrs. W. A. Siegfried, and W. A. Siegfried, recently named general manager of Superior.



Posed like a barber-shop quartet about to go into its act are Wm. C. Schaller, Jr., Bush Mfg. Co.; Joe Dugan, Bundy Tubing Co.; Ken Campbell, Heat-X-Changer Co.; and Art Bernthal, Bundy.



Even the table-cloth charting discussions were done in a congenial atmosphere. Left to right here are Ed Graff, Ranco Inc.; R. W. Sandfort, Fairmont Creamery Co.; Herbert C. Hoover, Harold H. Jones, Deepfreeze Division, Motor Products; and Ed Thiele, Kold-Hold.



(Photo by Austin Jones, Keratest Mfg. Co.)

Two Philadelphians wind up as finalists in the hat-changing contest, Bob Fisher (left) of Acar Supply Co. and Wilbur Nelson, Mack Machine Co. Master of ceremonies at right. Fisher was declared winner.



In a serious discussion here are Ed Thiele, Kold-Hold Mfg. Co., with Tom McNamee and Ken Collins of Bohn Aluminum Co.



Mrs. Charles Logan takes a card from Bart Furey of Kelvinator, amateur prestidigitator who helped keep the show rolling.

(Unless otherwise credited, all photographs on this page were by Associate Editor C. Dale Mericle of Air Conditioning & Refrigeration News.)



Former President Charles Logan congratulates immediate past president R. H. Money for a job well done and presented Mr. Money with a gift from the Society.



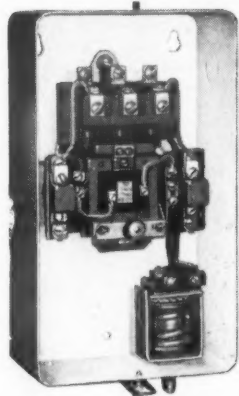
Must be "time to sell again" the way A. W. Towson, parts and supply wholesaler from Springfield, Mass., is ganged up on by friendly competitors Austin Jones of Keratest Mfg. Co., Dick Dawson of Henry Valve Co., and Jack Forbes, Superior Valve & Fittings Co.



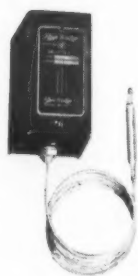
R. E. Fredrick (left) presents a history of the Philadelphia section, said to be the first of its kind ever prepared, to new President C. F. Holske.

PRESSURE & TEMPERATURE SWITCHES

in many standard types to fit your special requirements



High pressure cutout and starter in same enclosure; similar combination offered for temperature control. Also available with pressure and temperature cutouts in same enclosure.



Bulletin 836 Pressure Switch (right) is a high-quality unit for pressure control of gases, steam, liquids, etc. It is available with internal or external adjustment, and operates with positive snap action.

Bulletin 837 Temperature Switch (left) is similar to the pressure switch in construction and quality. Both units are available in a variety of types and ranges that meet the demands of air-conditioning and refrigeration engineers. Send for Bulletins 836-837. Allen-Bradley Co., 1313 South First Street, Milwaukee 4, Wisconsin.

ALLEN-BRADLEY MOTOR CONTROLS for Air-Conditioning and Refrigeration. Manual & automatic across-the-line starters. Compression-type velvet-smooth starters. Pressure and temperature switches & controls. Relays and contactors from 1 to 8 poles. Push buttons and selector switches.



ALLEN-BRADLEY SOLENOID MOTOR CONTROL

ENGINEERED to fit..

FORGED FLARE NUTS AND FITTINGS

Prompt Shipment on most items

Electrimatic

2100 INDIANA AVE CHICAGO 16 ILLINOIS

Indictments Issued-- Westinghouse Setup--

(Concluded from Page 1, Column 2) mediately. Black and McQuerrey were not found in St. Louis at the time the indictments were issued.

Davidson made a specific denial that he had any part in the alleged transactions, other than to have discussed specifications of various War surplus refrigeration items with Black and McQuerrey.

"I had no connection or interest whatever in the McBee company and I received none of the money involved in the transaction," Davidson declared.

"It was alleged that I called Pennington to my office and that the deal for the surplus items was consummated in my office. Both of these allegations are untrue.

"Hussmann was a leading builder of refrigeration equipment for the Armed Forces and I probably knew as much about the specifications and details of this equipment as anyone in the industry. After the War ended, we had numerous visitors who wanted information about the specifications and availability of War surplus refrigeration items, and I gave out such information.

"Pennington was a Hussmann distributor and a frequent visitor to the office and during his visits after the War we discussed the matter of surplus items."

The action by the grand jury resulted from complaints by Raymond J. Pennington, president of an equipment company bearing his name, and Joel A. Montgomery, vice president of Grebe & Co., a real estate firm.

They declared that they paid Black for refrigeration units, represented as Army surplus, but alleged that they never received the units and were unable to recover their money. The McBee Air Conditioning & Heating Co., headed by Black and McQuerrey, was declared bankrupt in Federal Court last April 7.

Pennington claimed that on June 24, 1946 he gave Black a \$6,055 check for seven refrigeration units and seven motors, said to be in warehouses in Houston and New Orleans.

Montgomery claimed that he paid Black \$28,425 for refrigeration units which he said were represented to him as being in a storehouse in Baton Rouge, La.

Davidson was alleged to have talked to Pennington and Montgomery in his (Davidson's) office about the availability of the refrigeration units and to have sent the complainants to Black at the McBee Co., where payment was made.

(Concluded from Page 1, Column 2) in order to obtain more intensive coverage at all sales levels for its air conditioning equipment.

Under the new program, Westinghouse air conditioning equipment will be sold principally through these four franchised channels:

1. General engineering distributors, who will specialize in engineered installations of field and factory assembled equipment;

2. General engineering and self-contained air conditioner distributors, who in addition to engineered installations, will distribute and merchandise factory assembled units through their own organizations and through dealers;

3. Self-contained air conditioner distributors, who will sell directly and through dealers, factory-assembled self-contained air conditioning units with capacities up to 25 tons; and

4. Self-contained air conditioner dealers, who will sell such factory-assembled units up to 5 tons.

In addition, there is a headquarters syndicate sales organization with offices in New York to support national syndicate and chain store sales.

Rooms for the Show--

(Concluded from Page 1, Column 2) tions for the Show and is pledged to see to it that all who want to attend will get accommodations, states F. J. Hood, All-Industry Show Committee chairman. A substantially larger quota of hotel rooms have been set aside for Show attendees this year, Hood declared.

When the Bureau gets a request for a room reservation, it checks with its hotel lists, and when the reservation is made, a confirmation will be received from both the Bureau and the hotel.

KRACK
ENGINEERED
UNIT COOLERS
FIN COILS
AIR CONDITIONING
Refrigeration Appliances, Inc.
923 W. Lake St., Chicago 7, Ill.

Warren Parker, Head of Hasco, Inc., Is Dead

GREENSBORO, N. C.—Warren H. Parker, president, Hasco, Inc. here, manufacturer and wholesaler of refrigeration parts and supplies, died Dec. 13. He was 47 years old.

Hasco, Inc. made and distributed various refrigeration replacement parts, and also functions as a refrigeration parts and equipment wholesaler. Parker helped to organize Region No. 4 of the Refrigeration Equipment Wholesalers Association and was a member of the association's board of directors at the time of his death.

He established the company in 1931 after having worked for the Skinner Machine Co. and Servel as refrigeration engineer and special representative.

His wife survives him.

Harvester To Ship--

(Concluded from Page 1, Column 4) Bristol counties in Massachusetts; Providence and Bristol counties in Rhode Island; and the eastern half of Hillsborough county in New Hampshire. Alvin C. Zises is president of Equipment Distributors and Nathan Bersin is vice president.

The Detroit territory includes Oakland, Wayne, Macomb, and Washtenaw counties in Michigan and the city of Toledo and Lucas county in Ohio. L. W. Kanaga is general manager of R. C. A. Victor and E. V. O'Hara is appliance sales manager.

Earlier, International Harvester appointed Bruno-New York, Inc., to serve that metropolitan area.

Get this New
**FALL AND WINTER
DEPENDABOOK
NO. 145**

It's brand new, it's America's finest source for
**REFRIGERATION,
AIR CONDITIONING and
ELECTRIC MOTOR
Parts and Supplies**

Your copy is waiting for you.
Write on YOUR letterhead, today to
THE HARRY ALTER CO., INC.

1728 S. Michigan Ave.,
Chicago 16, Illinois
134 Lafayette Street
New York 13, New York

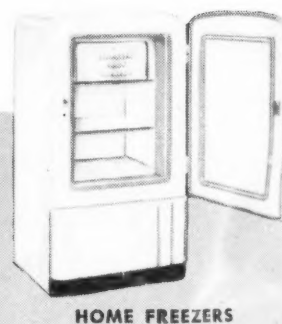
We Manufacture XL
'Freon' Compressors and Condensing Units (1 to 7 1/2 h.p.)
Ammonia Compressors 4x4 — 5x5 — 6x6 — 8x8
Ammonia Valves 1/4" to 5" Screwed and Flanged
Hilger 3 Way Valves For Dual Relief
Ammonia Flanges—Strainers—Discharge Check Valves
AIRCRAFT PRODUCTION ENGINEERS
DIVISION OF
THE XL REFRIGERATING CO.
1834-42 WEST 59th STREET CHICAGO 36, ILL.

Open Up a Wider Market WITH THE COMPLETE WILSON LINE WILSON ZERO°SAFE FEATURES

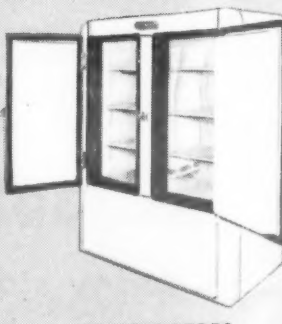
- Reach-In Design
- All-Steel Welded Cabinet
- Small Floor Space
- White Dulux Finish
- Extra Insulation
- Automatic Control



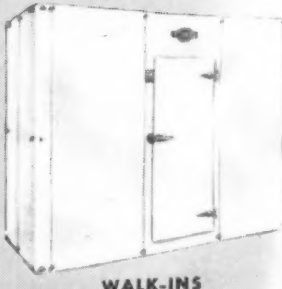
Self-Contained
Farm Freezer
Model FF-25
Capacity 25 cu. ft.



HOME FREEZERS



REFRIGERATORS



WALK-INS

Farms, homes, institutions and commercial establishments from coast to coast are buying the Wilson Reach-In line of freezers and refrigerators. Superior engineering and construction that made Wilson milk coolers famous is leading the field in more efficient and economical products for food freezing and storage. Wilson self-contained freezer models range from 6.6 cu. ft. capacity to 25 cu. ft., sectional models from 22 cu. ft. to 120 cu. ft. Some attractive franchises are still available. Write or wire today to Dept. 12.

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WILSON
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**Coming to
Cleveland?**

Visit Booths No. 702, 704 and 706 at
the All-Industry Refrigeration and Air
Conditioning Exposition, Jan. 26-29.
You'll be convinced "The Reach-In Line
Rings The \$ Sign."

Controls
polyphase motors
without line starters

Yes, it's true! This PENN 270 Series Control requires no line starters to control polyphase motors of 3 H.P. and under (where protection against single phasing is provided). Shown above is a typical 3-wire, 3-phase hookup.

In addition, this new and different switch can control two separate load circuits. And when wired in single phase circuits as a 2-pole switch it always breaks the "hot" line.

Be sure to get full details of this new 270 series. Penn Electric Switch Co., Goshen, Indiana. In Canada: Penn Controls, Ltd., Toronto, Ontario. Export Division: 13 E. 40th St., New York 16, U. S. A.

Series 270 and 272 PENN "Single" Temperature or low side pressure controls. Also (not shown) Series 271 and 273 PENN "Dual" Controls which combine in one unit a temperature or low side pressure actuated mechanism and built-in high pressure safety cut-out.

PENN
AUTOMATIC CONTROLS
FOR HEATING, REFRIGERATION, AIR CONDITIONING, ENGINES, PUMPS AND AIR COMPRESSORS